Destination image of north Bali among south Bali visitors

Núria Coma-Cros

MASTER DISSERTATION

Destination image of north Bali among south Bali visitors

I hereby declare that this research is wholly the work of Núria Coma-Cros. Any other contributors or sources have either been referenced in the prescribed manner or are listed in the acknowledgements together with the nature and the scope of their contribution.

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PREFACE

Selecting a subject for this master's thesis was very challenging after spending three months on a field trip in Southeast Asia. During this period I have learned many things, not only from the lectures and the projects my classmates and I have conducted but also from living in different countries, meeting new people and learning other cultures. This master made me realize that I am interested in many different areas within the tourism field but especially in contributing to a better form of tourism which enhances local sustainability.

The topic for my master's thesis became clearer when I had the chance to spend one month in Bali during the fieldtrip, together with my classmates. We stayed in south Bali, Seminyak. Its ambience and comfort surprised me and I could understand why this area is so popular. However, it was not until I travelled around the island and I visited the north and the west coast, that I fell in love with it and I understood why Bali has been called paradise. I met its people, saw its beautiful landscape and lived the popular cultural experience that has made Bali so famous.

After seeing both parts of the island, the north and the south, it was hard for me to understand how they could be so different, one so crowded and the other one so undiscovered. Then I realize I could contribute to Bali's sustainability by diverting tourists from south to north. This could release south Bali from tourists' arrivals and tourism developments and bring tourism to more undiscovered and undeveloped parts of the island.

I hope you enjoy the reading as much as I enjoyed the writing,

Núria Coma-Cros

Barcelona, November 30th

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EXECUTIVE SUMMARY

Bali is nowadays one of the most popular destinations in Southeast Asia. However, there is a remarkable difference on how tourism is spread in the island. The south has received much attention whereas the north remains more undeveloped and undiscovered by tourists. As governor Pastika highlighted in 2011, there is a need to spread tourism in Bali by relieving the south and pushing tourism into neglected outlands (Coconuts Bali, 2016). In order to increase tourists' arrivals, the north needs to be more competitive. Tourists' travel behavior can be modified by controlling their TDI (Fakeye & Crompton, 1991). Thus, the objective of this study is: *What is the image of north Bali among south Bali visitors and what is the impact on their travel behaviour in order to provide the government useful information in implementing their policy of spreading tourism more equally over the island?* And the main research question is: *What is the image of north Bali among south Bali visitors and what could be its impact on their travel behaviour?*

In order to meet the objective this research is divided into seven chapters. The study starts with an introduction of the topic which presents the research objective and questions. Second, a critical analysis of published sources related to TDI is done. The study focuses on the relationship between TDI, satisfaction, travel constraints and travel behaviour. This research implies that by modifying tourists' image of north Bali, their satisfaction and travel constraints is possible to enhance their pre- and post-travel behaviour. Therefore, increase its likeliness to visit the north, revisit it or recommend it.

The next chapter explains the methodology of this research, designed to identify the TDI of north Bali, tourists' satisfaction, travel constraints and travel behaviour among visitors and non-visitors. Both primary and secondary sources are used to test the theory. Primary research uses qualitative and quantitative techniques in a sequential way; an open-ended question is used to create a questionnaire.

The fourth chapter gives an overview of Bali as a tourism destination by explaining its context and its key resources. Tourism in Bali flourished in the 1970s and now is its main source of income, making Bali's economy tremendously dependent on tourism. Past and current issues in the island have proven that tourism is dependent on Bali's peaceable image. Bali has become a major tourism destination due to its local culture and natural characteristics. However, tourism is unequally spread around the island, with the majority of tourism attractions, businesses and developments located in the south (Hanna, 2004). The north offers a mix product which highlights its potential, however, it has a limited amount of tourism products, which reduces its competitiveness.

The findings from the questionnaire are presented in chapter five. The relationships between TDI and its surrounding topics presented in the literature review are confirmed within north Bali's context. Results also show that tourists have a "positive" image of north Bali, a "positive" affective image and a "positive-neutral" cognitive image. Results also point out that TDI improves in accordance with travel behaviour. Furthermore, the analysis show that there is a big difference on how the overall and affective image are perceived between visitors and non-visitors, but no such difference is found in the cognitive image.

The sixth chapter brings together the literature review and the findings from this study. The results are supported with accurate literature used previously in chapter two and therefore to test the theory. The findings can be used for practical implications in north Bali, thus this chapter is meant to be a first guidance in this step by giving some recommendations.

Finally, the conclusions are presented. This chapter provides a summary of the key finding and conclusions of this study. In addition, it gives a brief explanation on the importance of this research, future research areas and recommendations for practitioners. Overall, it intends to summarize the researcher's thoughts after conducting this research.

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LIST OF ABBREVIATIONS

AI	Affective Image
B1	Slope, it shows how steep is the line in a linear modelling
BGTO	Bali Government Tourism Office
BO	Intercept, it shows where the line in a linear modelling crosses the vertical axis
BTB	Bali Tourism Office
CI	Cognitive Image
E.g.	For example
Env.	Environment
Et al.	Et alia (and others)
Etc.	Etcetera
Ha	Hectares
LS	Likert-scale
Mt.	Mount
N.	Sample size
OI	Overall Image
RQ	Research question
SD	Standard Deviation. It shows how fare responses are from the mean
Sig.	Probability value. The percentage chance that the sample came from a population where hypothesis 0 is true
SPSS	Statistical Package Social Science
TDI	Tourism Destination Image
USA	United States of America
WOM	Word-of-mouth
WWII	Second World War

x

1. INTRODUCTION

The first chapter of this study is meant to give an overview of the research problem, its objective and the research questions that need to be answered to achieve it. In addition, it gives a brief explanation of the contribution to the research and the research methods. Finally, an outline of the research is presented to help the reader locate the information.

1.1. RESEARCH PROBLEM

Over the decades, tourism has experienced continued growth and is nowadays one of the fastest growing industries worldwide. Many new tourism destinations have emerged in Asia, for example Indonesia, where tourism has become a priority sector in the national economic development (Antara & Sumarniasih, 2017). In 2017, travel and tourism accounted for 6,2% of the total national GDP and 5,6% of the total employment (WTTC, 2017). Bali is the tourism capital of Indonesia, accounting for 40% of the total national arrivals (Indonesia Investments, 2018a). In 2018, Bali was ranked second of the best islands in the world according to the magazine "Travel and Leisure" (Travel and leisure, 2018).

Most of the tourists' attractions in Bali are located in the south as well as tourism developments and businesses (BGTO, 2017). Hence, most of the tourists' arrivals are concentrated in the south of the island. As Bali's governor highlighted in 2011, there is a need to spread tourism in the island by relieving the south and pushing tourism into neglected outlands (Coconuts Bali, 2016). In order to do so, it is necessary for the north to be more competitive and increase tourists' arrivals.

The growth of tourism goes hand in hand with an increasing of diversification and competition among destinations (UNWTO, 2017). Tourists are nowadays more sophisticated and destinations have become more substitutable than ever before (Ekinci & Hosany, 2006). Hence, it is hard for destinations to be competitive and differentiate themselves (Pike & Ryan, 2004). Consequently, destinations are looking for more effective destination management and marketing approaches to attract potential visitors (Trembath, Romaniuk & Lockshin, 2011).

As Dhiman and Kumar (2016:355) state, "destinations mainly compete based on their perceived images relative to competitors". It is well known that image can be used as a predictor of travel behaviour such as destination choice, travel intentions and post-visit behaviour (Beerli & Martín, 2004). Therefore, destination marketers invest much effort, time and money in creating a positive image in tourists' minds (Dumont et al., 2010).

For that reason, tourism destination image has received much attention during the past four decades. It has been studied from different perspectives which lead to an ambiguity as to how to define and conceptualize it (Iordanova, 2015). This would mean that either the concept is still unclear or that it is so "multidimensional and complex" (Gallarza et al., 2002:56) that can be explained by all of them (Iordanova, 2015).

1.2. RESEARCH AIM

The purpose of this research is to find out what is the image of north Bali among south Bali visitors and what is the impact on their travel behaviour. This study aims to identify the appealing and unappealing factors of north Bali as a tourism destination. For a better understanding, tourist will be classified based on their travel behaviour. Once the variables are analysed, it is possible to know how they should be modified in order to enhance positive travel behaviour. Thus, the findings aim to provide useful information in how to increase tourists' arrivals to north Bali by controlling tourists' destination image. The findings will be especially useful for the government in implementing their policy of spreading tourism more equally over the island. Therefore, the objective of the research could be defined as follows:

What is the image of north Bali among south Bali visitors and what is the impact on their travel behaviour in order to provide the government useful information in implementing their policy of spreading tourism more equally over the island?

1.3. CONTRIBUTION TO THE RESEARCH

The results show the strengths and weaknesses of north Bali's image and provide a basis on how to improve them. This study aims to provide useful information on how to use TDI to increase the tourists' arrivals to the north and making it more competitive, while contributing to a better spread of tourism over the island. The results can be useful for governmental institutions, especially those related to tourism (e.g. BTB), tourism related businesses located in the north and everybody interested in relieving the tourism pressure in the south. What is more, this study contributes to the research by testing the theory related to TDI in a specific context and by recognizing the dynamic and complex nature of TDI.

1.4. RESEARCH QUESTIONS

In order to meet the goal, the main research question is: *What is the image of north Bali among south Bali visitors and what could be its impact on their travel behaviour?*

Several subquestions come out. See Appendix A to see what are the methods used in each question and in which chapter are the answers.

- RQ 1. What is the definition, importance and relevant relationships of TDI?
- RQ 2. What is the relationship between TDI, travel behavior, satisfaction and travel constraints?
    - RQ 2.1. Is there a link between tourists' satisfaction in north Bali and their post TDI?
    - RQ 2.2. Do higher levels of satisfaction in north Bali contribute to a positive post-travel behavior?
    - RQ 2.3. Does post TDI in north Bali influence post-travel behavior?
    - RQ 2.4. What is the relationship between travel constraints and pre TDI?
    - RQ 2.5. Does pre TDI of north Bali influence pre-travel behavior?
- RQ 3. What are the characteristics of north Bali as a tourism destination?
- RQ 4. How many tourists (%) have been to north Bali and how many are intending to go?

- RQ 5. Is the demographic profile different among the three groups?
- RQ 6. What is the post-travel behavior of a typical tourist who has been to the north?
- RQ 7. What is the level of satisfaction of a typical tourist who has been to the north?
- RQ 8. What are the travel constraints of tourists who are not interested in traveling to the north?
- RQ 9. What is the overall TDI image of a typical tourist from each group?
- RQ 10. What is the affective TDI image of a typical tourist from each group?
- RQ 11. What is the cognitive TDI image of a typical tourist from each group?

1.5. RESEARCH METHODS

This study uses a deductive approach to theory development thorough secondary and primary research. Information from secondary research has been gathered from books, journals, newspapers, government sources, etc. Primary research has been designed using both qualitative and quantitative methods in a sequential way (an open-ended question has been used to create a questionnaire). The reason for using both approached is to reach a greater confidence in the conclusions.

1.6. OUTLINE OF THE RESEARCH

Chapter 1: Introduction
It gives brief background of the research problem, objective and research questions. This information is key to understand the purpose and the content of this study.

Chapter 2: Literature review
This chapter attempts to provide a solid background for this research by providing information and making a critical analysis on TDI, travel behaviour, satisfaction and travel constraints.

Chapter 3: Methodology
The methodology explains the research designed followed in this study. It gives a detailed explanation of the steps that have been taken to answer the research questions, including the methods and instruments used.

Chapter 4: Bali as a tourism destination
This chapter gives an overview of Bali's tourism context, especially in the north. It explains the main characteristics of the island, followed by its tourism context and finalizing with its tourism product.

Chapter 5: Findings
This chapter analyses the information gathered from the questionnaire. It testes the relationship between concepts and describes the variables implicated in this study.

Chapter 6: Discussion and recommendations
This chapter puts together the information used in the literature review and the findings analysed previously. It testes the theory and gives a first step for practical implications.

Chapter 7: Conclusions
The last chapter is a summary of the key findings and conclusions of this study. It also explains the importance of this research, future research areas and recommendations for practitioners.

2. LITERATURE REVIEW

This chapter is a critical analysis of published sources related to TDI and its relationship with travel behaviour, satisfaction and travel constraints. The chapter provides an overview of what has already been written, the strengths and weaknesses of the literature and the gaps and conflicting areas. All in all, it attempts to provide a solid background for this research.

2.1. TOURISM DESTINATION IMAGE

2.1.1. Definition

There have been numerous attempts to define TDI, however, due to its subjective and immaterial character, providing a precise definition remains a difficult task and no consensus has been reached yet (García, 2002). Among the most used definitions are: "TDI is the sum of beliefs, ideas and impressions that a person has of a destination" (Crompton, 1979:18), "the perceptions of individual destination attributes and the holistic impression made by the destination" (Echtner & Ritchie, 2003:43) and "an individual's mental representation of knowledge, feelings and global impressions about a destination" (Baloglu & McCelary, 1999:870).

When defining TDI there are three aspects that appear to be problematic (Iordanova, 2015). Firstly, just recently TDI has been studied as a dynamic concept that changes depending upon the timing of travel experience (Campo-Martinez et al., 2010; Choi et al., 2007; Kim and Richardson, 2003; Yüksel and Akgül, 2007) while previously the majority of studies stated it is static (Chen and Tsai, 2007; Bigné, Sanchez & Sanchez., 2001). Secondly, some definitions express individual's image destination (e.g. Echtner & Ritchie, 1991) while others express the stereotyped imaged shared by a group (e.g. Hall, 2006) (Iordanova, 2015). Finally, there is a need to clarify the exact meaning of the words used to define TDI, especially *impressions* and *perceptions*, which are sometimes used as complimentary to each other and sometimes as interchangeably concepts (Iordanova, 2015).

After revising many opinions, Iordanova's definition (2015:49) "a construct consisting of impressions, beliefs, ideas, expectations and feelings accumulated towards a place over time gathered from a variety of information sources and shaped through an individual's socio-demographic and psychological characteristics" was adopted as it seemed to be most appropriate for the purpose of this research for three reasons. It recognizes the construct of both cognitive and affective components, it assumes the dynamic character of TDI and it specifies its formation.

2.1.2. Composition

Even though TDI has been widely studied its construct is still uncertain. Some researchers support the idea that TDI is a holistic concept (Chen et al., 2013) although the majority agree on that TDI has a loose structure (Baloglu & McCleary, 1999; Echtner & Ritchie, 1991). The loose structure has been explained in two ways: a combination of three continua (attribute-holistic, functional-psychological and unique features) (Echtner & Ritchie, 1991) and a combination of three dimensions (cognitive-affective-overall) (Gartner, 1993). This study supports the later because it has been extensively used

(e.g. Beerli and Martín, 2004; Pike & Ryan, 2004; De Nisco et al., 2015) and it gives a clearer understanding of TDI's structure.

The cognitive domain refers to the individual's own knowledge and beliefs about the destination, which are related to physical and experiential factors such as natural attractions. The affective component refers to the individual's feeling towards the destination and the experiences provided there. Both components directly affect the overall image and correspond to the overall positive and negative impressions of the destination (Beerli and Martín, 2004). At the same time, the cognitive component is an antecedent of the affective component and in fact, the more positive the cognitive image the better the affective evaluation is (San Martin & Del Bosque, 2018). See Figure 1 for a better understanding of TDI's bi-dimensional relationship acknowledging its affective-cognitive nature.
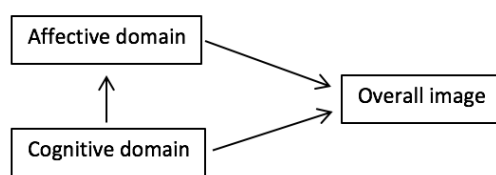
Figure 1. Bi-dimensional model of TDI

2.1.3. Formation and development

TDI formation is generally explained on the literature by two kinds of sources: (1) information that comes from the supply side, also called stimulus or pull factors and (2) information that comes from the demand side, also called personal or push factors (Baloglu & McCleary, 1999; Beerli & Martín, 2004; Tasci & Gartner, 2007; Iordanova, 2015). Demand factors are those related to individuals' demographic characteristics such as gender, age or nationality, and psychological characteristics such as motivations and personality (Beerli & Martín, 2004). Several articles have tried to prove the impact of sociodemographic characteristics in the perception of TDI, however, there is no general agreement on such variance (Beerli and Martín, 2004). Supply factors include personal experiences and the amount and variety of information sources to which individuals are exposed (Iordanova, 2015). Information sources can be induced or organic. Induced sources are promotional materials used to generate interest about a destination, for example a TV add (Tasci & Gartner, 2007). Organic sources are not controlled by the destination marketers and non-commercial sources, for example WOM by previous visitors, which are the most reliable information sources for potential tourists (Chi & Qu, 2008). Personal experiences include previous visitation of the destination or similar destinations, the amount of times and the intensity of the visit (Beerli and Martín, 2004; Iordanova, 2015).

The image formation can not be explained without understanding that TDI is a dynamic concept. Several researchers have demonstrated the evolution of the image at different phases of the journey. Pearce (1982) found that tourists' post-travel image of Greece and Morocco was different from their pre-travel image. Likewise, Kim, Mckercher and Lee (2009) identified differences in the perceived image before, during and after visits to Australia. In this line, Kim et al. (2009) revealed that the affective domain of image was improved after the entire travel experience. Nevertheless,

several researchers have highlighted the lack of studies regarding the evolution of TDI (Yilmaz, Yilmaz, Içigen, Ekin & Utku, 2009; Kim et al., 2009).

Phelps (1986) differentiated between the secondary image built before the visit to the destination and the primary image built after the visit. Tocquer and Zins (2004) subcategorized this idea by identifying four stages of development: (1) unclear image formed by available information, (2) clear image due to more information collected, (3) refined image during the vacation and (4) resultant image after the trip. Regardless of the theory it is well understood that visitors and non-visitors held a different destination image. Figure 2 shows the evolution of TDI (pre and post TDI) and the different factors influencing its formation (supply and demand).
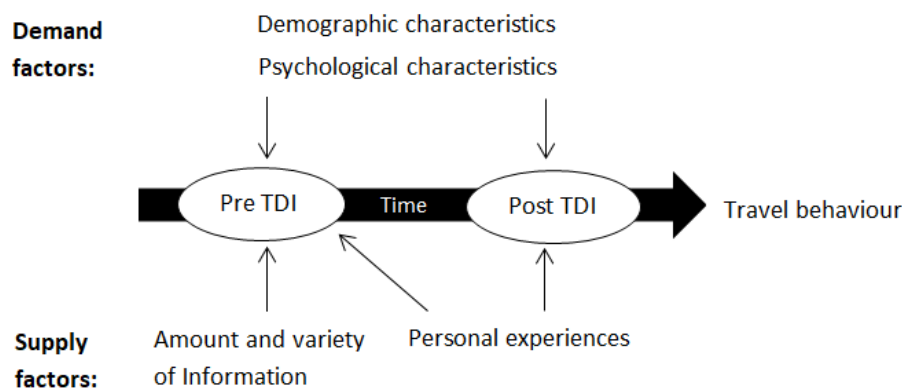
Figure 2. Model formation of TDI and its evolution

2.1.4.   Assessment and measurement

Although multiple researchers have studied the evaluation and measurement of TDI (Echtner & Ritchie, 1993), a critical evaluation of the existing literature suggests that no single research method could represent the complexity and dynamics of TDI and its determinants (Iordanova, 2017).

Echtner and Ritchie (1991) identified two approaches to measure TDI: structured and unstructured. In structured methodologies different common image attributes are usually measured in Likert scales resulting in the tourists' image rating. A strong preference has been given to quantitative methods where answers were obtained through close-ended survey questions (Pike, 2002) (e.g. Baloglu & McCleary, 1999; Khan et al., 2017; Martín-Santana et al., 2017) because results are easy to collect, simple to code and can be analysed using statistical techniques (Saunders, Lewis & Thornhill, 2009). On the other hand, unstructured methodologies allow respondents to describe their impressions because the image attributes are not specified, however, due to the qualitative nature of the data, statistical analyses are limited (Echtner & Ritchie, 1991).

Researchers suggested further research using qualitative methods, which would provide a more holistic data from participants' thoughts (Echtner & Ritchie, 2003; Gallarza, Saura & Garcia, 2002). In addition, O'Leary and Deegan (2005) highlighted the importance and advantages of using a mixed method approach where quantitative methods facilitate statistical analyses (Jenkins, 1999) and qualitative methods reduce the peril of pushing respondents to reply to a standardized framework (Iordanova, 2017).

2.1.5. Importance of TDI and its role on management policies

Creating tourism policies has become crucial for destinations due to the economic, socio-cultural and environmental impact of tourism. Policies evaluate the scarcity of resources available to support development initiatives and allocate these resources efficiently. Thus, by creating the right policies and strategies it is possible to optimize economic return and minimize cultural and environmental impacts (Jenkins, 2015). One example is the moratorium on the building of new tourism resorts in southern Bali which was created to relieve the pressure in the south and push tourism developments to other parts in the island (Coconuts Bali, 2016). Unfortunately, this policy was never truly effective (The Jakarta Post, 2016). Other strategies and plans can be implemented in order to achieve this aim, for example by controlling the TDI that tourist held of north Bali it is possible to increase tourists' arrivals.

Early in the 1970s TDI became a focus on tourism research when Hunt (1975) proved the influence of positive TDI on the successful tourism development of an area. The attention increased in the 1990s when researchers understood the influence of TDI in travel behaviour and in increasing tourists' arrivals (Tasci & Gartner, 2007). Since then, communicating a positive TDI has become a priority for destinations (Molina, Gomez, Mar & Martin-Consuegra, 2010).

By studying TDI it is possible to know the strengths and weaknesses of a destination and compare it with those of its competitors (Chen et al., 2013). The results allow both public and private practitioners to develop effective destination management including decisions on planning, product development, marketing, positioning and promotion (Tasci & Gartner, 2007). The overall objective is to increase the destinations' competitiveness and eventually its success.

2.2. TOURIST BEHAVIOUR

2.2.1. Definition

Tourist behaviour can be divided into three stages: pre-, during- and post-visit behaviour. Pre-visit behaviour includes information search, destination choice and intention to visit. During-visit behaviour is the evaluation of the experience based on the perceived trip quality, value and overall satisfaction (Chen & Tsai, 2006; De Nisco et al., 2015). Particular attention should be given to post-visit behaviour or what is also known as loyalty. In tourism, the degree of loyalty is reflected in tourists' intention to revisit and recommend the destination (Wendy-Gao & Lai, 2015). Research has shown that retaining existing customers is costs less than winning new ones (Fornell & Wernerfelt, 1987) and they are more likely to produce positive WOM (Reichheld & Sasser, 1990). Hence, understanding what makes customers loyal is an important strategic component for the success in marketing and in tourism (Chi & Qu, 2008).

As mentioned above, behaviour is often measured with tourists' travel intentions, which indicate how hard individuals are willing to try, or how much effort are they planning to exert in order to perform the behaviour. Research has shown that intention is a reliable predictor of actual behaviour. In fact, the stronger the intention to perform behaviour, the more likely is its performance (Ajzen, 1991).

2.2.2. Relationship between tourist behaviour and TDI

It has been generally accepted in the literature that TDI influences each of the tourist behaviour stages (Bigne et al., 2001; Fakeye & Crompton, 1991; Lee, Lee & Lee, 2005, Chen & Tsai, 2007). Special interest has been given to the influence of TDI on pre-visit behaviour. It is well understood that destinations with more positive images will more likely be included in the process of decision making (Echtner & Ritchie, 1991). With the right information, marketers can increase tourists' numbers by using strategies employed during the search for information and develop more specific offers to a target market segment (Gursoy & McCleary, 2004). Furthermore, TDI influences the participation and satisfaction of tourists' visit (Echtner & Ritchie, 1991) and the degree of loyalty (Lee et al., 2005). To sum up, research shows that tourism is very much an image-driven industry due to the influence on TDI on individuals' travel behaviour (Iordanova, 2015).

2.3. SATISFACTION

2.3.1. Definition

Despite the importance of satisfaction in tourism marketing there is no agreement on its nature and definition (San Martín & Del Bosque, 2008). Although researchers have used different approaches to define satisfaction, it is always explained as an evaluation process. Among the most popular definitions are: post-purchase evaluation that meets or exceeds expectation (Kwanisai & Vengesayi, 2016:18), an overall judgement on products and services in a destination (Wang, Yang, Han & Shi, 2016:24) and tourists' overall evaluation of the travel experience (Lee et al., 2014:240). Regardless of the variation in definitions, researchers agree on the importance of satisfaction in the modern marketing competitiveness due to its impact on travel behaviour (Song, Van der Veen Gang & Chen, 2012).

2.3.2. Relationship between satisfaction and TDI

TDI and satisfaction have been extensively researched, although it is limited in the context of island destinations (Ramseook-Munhurrun, Seebaluck & Naidoo, 2015). A two way relationship exists between TDI and satisfaction. On one hand, many studies have investigated the influence of image on participation and tourists' satisfaction (Echtner & Ritchie, 1991; Liu, Li & Kim, 2017; Tasci & Gartner, 2007) and have found out that when tourists have a positive image it is more likely that their satisfaction during the trip will be higher (Castro et al., 2007; Chen and Tsai, 2007). However, this relationship can only be studied between pre TDI and during-visit behaviour, and these variables are not included in this study.

On the other hand, some have suggested that satisfaction is an antecedent of TDI at the post-visit stage (Echtner & Ritchie 2003; Fakeye & Crompton 1991; Lee, Lee, & Lee 2005) although little research has empirically been investigated (Lee et al., 2014). After the trip, tourists evaluate their experience and may be either satisfied or dissatisfied. This feeling creates new information and contributes to the image modification. Thus tourists' satisfaction determines the way TDI is modified (Lee et al., 2014). In consequence, it is crucial for marketers to ensure that tourists are highly satisfied in order to control more effectively their TDI. This can be done thorough providing a high value experience by controlling the service quality, identifying tourists' needs and motivations and providing the appropriate products and services (Lee et al., 2014).

2.3.3. Relationship between satisfaction and travel behaviour

Numerous studies in the field of tourism have confirmed the relationship between tourists' satisfaction and post-visit behaviour (or loyalty) (Baker & Crompton, 2000; Petrick, 2004; Chen & Tsai, 2007; Chi & Qu, 2008; Prayag & Ryan, 2011). It has been proven that positive travel experiences provided by the destination could induce positive WOM and repeat visitors. In other words, the higher the satisfaction, the higher the likeliness to revisit or recommend the destination (Liu et al., 2017; Yang et al., 2015; Chi & Qu, 2008). Abou-Shouk et al. (2017) found out that satisfaction explained 50% of variance in tourists' intention to revisit Egypt. On the other hand, Reisinger and Turner (2005) state that dissatisfied tourists may not recommend the destination to others, may not return and may demolish the image of a destination, so that its market suffers an adverse impact. Therefore, satisfying tourists is one of the best strategies to achieve a competitive advantage (Devesa, Laguna, & Palacios, 2010; Kwanisai & Vengesayi, 2016).

2.4. TRAVEL CONSTRAINTS

2.4.1. Definition

Travel constraints are obstacles that prevent tourists from visiting preferred tourism destinations (Chen, Hua & Wang, 2013:202). The most common way to categorize them is the one recognized by Crawford, Jackson and Godbey (1991). In their model, there are three categories of constraints which happen hierarchically. First, individuals encounter intrapersonal constraints, those who affect travel preferences and participation (e.g. interests). Second, individuals face interpersonal constraints, which affect travel preferences in a psychological way (e.g. finding a suitable partner). Finally, individuals encounter structural constraints, which interfere between travel preferences and participation (e.g. financial resources) (Chen et al., 2012; Khan et al., 2017).

The most studied constraints related to tourism research are time, cost and distance (Chen et al., 2013). Several studies found time and money the most relevant constraints to travel (e.g. Nyaupane & Andereck, 2008; Bansal & Eiselt, 2004) while Kim and Chalip (2004) identified safety and money to be the most significant travel constraints to Asian destinations. Understanding what factors are limiting potential visitors is essential to create specific marketing strategies in order to help potential travellers with overcoming their travel constraints (Chen et al., 2013; Bansal & Eiselt, 2004).

2.4.2. Relationship between travel constraints, travel behaviour and TDI

It used to be assumed that constraints are monolithic in affecting travel behaviour. However, recently some researchers found out that travel constraints do not directly impact intention to visit, instead TDI mediates their impact (Chen et al., 2013; Nyaupane & Adereck, 2008). In fact, assuming a simple direct impact of travel constraints on intention to visit would mean losing significant opportunities to attract visitors (Chen et al., 2013:216). Nevertheless, few studies have analysed the relationship between travel constraints and TDI and further research is needed (Chen et al., 2012).

The destination image held by tourists could reduce the negative impact of travel constraints on intention to visit thorough a process called "constraint negotiation" (Chen et al., 2012). For the trip to take place, travel constraints need to be outweighed and this can only happen if travel preferences and motives (such as TDI) are strong enough. When travel constraints are removed,

tourists are more likely to consider the destination in their travel decision-making process and ultimately travel to that destination (Chen et al., 2012; Chen et al., 2013).

2.5.   THEORETICAL FRAMEWORK

A theoretical framework which explains the relationship between these four concepts is presented in Figure 3. However, in order to be more precise, two smaller frameworks will be used in this study. Figure 4 shows the connection between post TDI, satisfaction and post-travel behaviour, and will be used to answer RQ 2.1, 2.2 and 2.3. Figure 5 shows the relationship between pre TDI, travel constraints and pre-travel behaviour, and will be used to answer RQ 2.4 and 2.5.
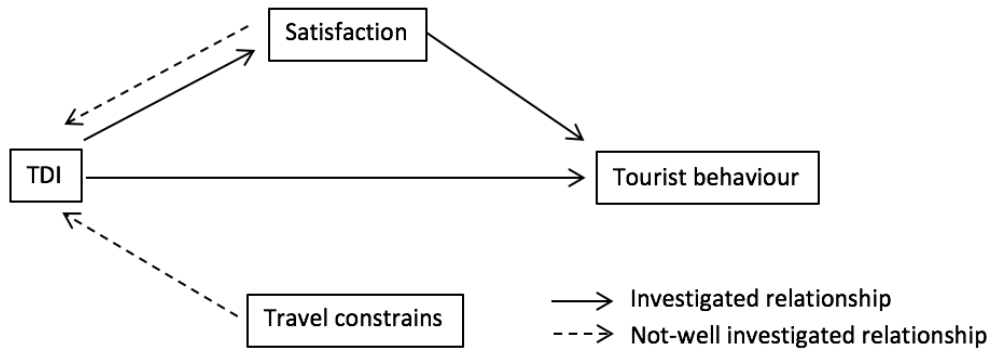
Figure 3. General framework for this study
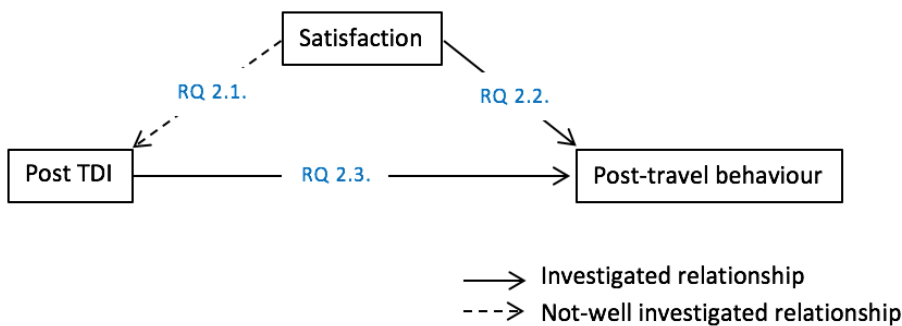
Figure 4. Post TDI framework
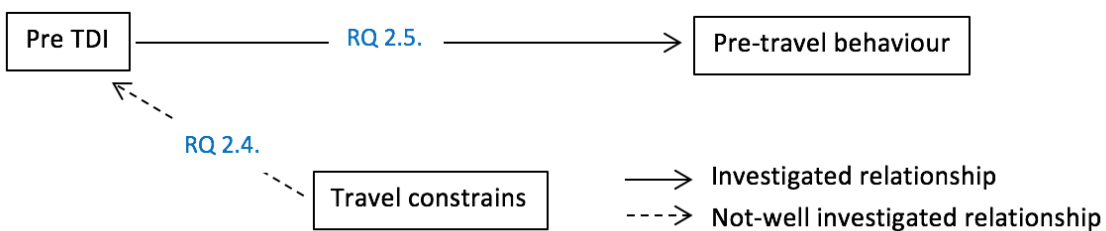
Figure 5. Pre TDI framework

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3. METHODOLOGY

This chapter explains the research design that has been followed to answer the research questions. Then, a detailed explanation of the methods and instruments that have been used to collect the data is given. Finally, it explains the analysis of the different steps followed to create a questionnaire and used to test the theory.

3.1.   RESEARCH DESIGN

This study uses a deductive approach to theory development, meaning that the literature is used to identify a theory and then tested using data collected by the researcher (Saunders et al., 2009). It is necessary to develop a research design that gives the answer to the research questions and explains the research methods, instruments and analysis.

Two research methods have been used to collect information: secondary and primary sources. The former provide data that have been collected for other purposes and are adapted to this study. The latter is data collected by the researcher and especially designed for a specific purpose (Saunders et al., 2009). Primary data follows a mixed method design which combines the use of quantitative and qualitative techniques in a sequential exploratory way. The use of qualitative techniques reduces the peril of pushing respondents to reply to a standardized framework (Iordanova, 2017) while quantitative techniques facilitate statistical and comparative analyses (Jenkins, 1999). Therefore, when using both approaches, there is a great confidence on the conclusions (Saunders et al., 2009).

Data will be collected thorough five steps. First, a list of attributes previously used to measure TDI is created. Second, an open-ended question is used to reduce and adapt the list. Third and fourth, the questionnaire is designed and piloted. Finally, the questionnaire is used to collect responses which will be analysed. Figure 6 gives an overview of all the necessary steps to collect the data. It shows the research methods, steps and instruments to conduct this study.
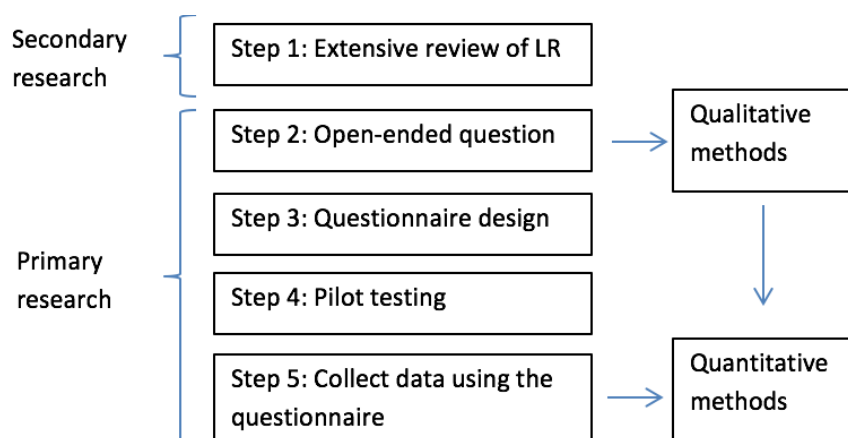
Figure 6. Method research design

3.2. RESEARCH METHODS

3.2.1. Secondary research

Secondary research is used to develop a good understanding of the previous research available regarding TDI and the surrounding theories (Saunders et al., 2009). This research has used documentary sources such as books, journals, newspapers, pictures and videos; survey data such as government statistics, organizations' statistics and academic surveys; and multiple sources such as industry reports, government publications, travel sites, online travel guides and online travel forums. This is done mainly during the first step of the research design in order to understand how the relevant variables are measured and create a master list of attributes used to measure TDI.

3.2.2. Primary research

Primary research is the data collected by the researcher from first-hand experience (Salkind, 2010). In this study both qualitative and quantitative techniques are used. Qualitative research is made through an open-ended question to reduce the extensive list of attributes to measure TDI. Quantitative research is used as a questionnaire, where each respondent is asked to respond the same set of question in a specific order (deVaus, 2002). A strong preference on TDI studies has been given to questionnaires (e.g. Baloglu & McCleary, 1999; Martín-Santana et al., 2017) because quantitative techniques are often associated with deductive approach, where the purpose is to use data to test a theory and explain the relationship of concepts (Saunders et al., 2009).

3.3. STEPS AND METHOD INSTRUMENTS

3.3.1. Step 1: Extensive review on the literature

First, an extensive review of relevant and updated TDI literature is conducted to develop a master list of attributes that have been used to measure TDI. This step recognized 62 cognitive items, 10 affective items and an overall destination image item (see Appendix B for more information). However, each destination has different characteristics and the attributes used to measure its image need to be attached to its unique features (Iordanova, 2017). Hence, some of the attributes could be irrelevant or there could be gaps in the list (Jenkins, 1999).

3.3.2. Step 2: Open-ended question

In order to identify the most appropriate attributes it was necessary to conduct a qualitative exploration first. Several studies have undertaken this technique adapted from Reilly (1990) and Echtner and Ritchie (1993) (e.g. Stepchenkova & Morrison, 2008; Hui & Wan, 2003; Bruwer & Joy, 2017). This research will adopt O'Leary and Deegan (2005) question "List the three words or expressions that come to your mind when you think of Ireland?" due to its clarity and simplicity. The researcher has approached professionals from the tourism industry (see Appendix C for a complete list) and individuals, both visitors and non-visitors. Selecting only individuals who have not been to the destination might lead to missing important image attributes that could be captured only by individuals who have been to the destination (Iordanova, 2017).

Respondents were approached by email between 16th and 25th July 2018. In total, 120 responses were collected from 19 individuals and 21 professionals. Repetition among respondents' answers

occurred and data collection reached a "saturation point" (Kumar, 2005). Because open-ended questions can be answered in different ways they are extremely time consuming to code (Swyngedouw, 2001). This study uses keyword search by Microsoft Excel to code them (results can be found in Appendix D).The final list to measure TDI includes 1 OI item, 4 affective bipolar scales and 21 cognitive items divided in 6 categories: (1) natural environment, (2) cultural environment, (3) general environment, (4) value for money, (5) infrastructure and (6) entertainment. The final list can be found in Appendix E.

3.3.3. Step 3: Questionnaire design

When developing a questionnaire it is crucial to make sure that the necessary data to answer the research questions will be collected as there is only one chance (see the data requirements table in Appendix F). The design of each question is determined by the data needed to answer the research questions and eventually meet the final objective (Cooper & Schindler, 2008). Some of the questions have been created by the researcher and some others have been adopted and adapted from the literature. The questionnaire was designed in English to ensure the maximum number of participants.

This research uses two different questionnaires in order to measure both pre-travel and post-travel TDI of north Bali. Both questionnaires begin with three demographic questions (age, gender and nationality) and a question to know whether or not respondents have been to north Bali. Depending on the response, questionnaire A or questionnaire B appears.

Questionnaire A is designed for those tourists who have been to north Bali and therefore studies post TDI, post-travel behaviour and satisfaction. Because these concepts have been widely studied, the measurement scales have been adopted from the literature. Post-travel behaviour is measured with tourists' intention to revisit and willingness to recommend the destination (Liu et al., 2017; Ramseook-Munhurrun et al., 2015). Satisfaction is measured with three items: overall satisfaction, right decision and expectancy satisfaction (Liu et al., 2017; Kwanisai & Vengesayi, 2016; Ramseook-Munhurrun et al., 2015; Wang, Yang, Han & Shi, 2016). Respondents are asked to indicate their degree of agreement on a 5-point Likert scale (1=strongly agree to 5=strongly disagree) for both variables (Chi & Qu, 2008).

Questionnaire B is designed for those who have not been to north Bali and thus it studies pre TDI, pre-travel behaviour and travel constraints. Pre-travel behaviour is measured with intention to visit the destination with a *yes* or *no* as possible answers (Chen et al., 2013). Travel constraints are asked only to tourists whom are not intending to visit the north. Six travel constraints were selected from the literature due to their relevance in this study. Respondents are asked to indicate their degree of agreement on a 5-point LS on these travel constraints stopping them from travelling to the north (1=strongly agree to 5=strongly disagree) (Chen et al., 2013).

The last part of the questionnaire is the same for both visitors and non-visitors. It is meant to measure respondents' TDI of north Bali and incudes three different variables. The OI is measured on a 5-point LS (1=very positive to 5=very negative) (Baloglu and McCleary, 1999). The AI is measured with four bipolar scales (Russel & Pratt, 1980) described by a pair of opposite adjectives where positive poles are assigned to smaller values and negative poles to bigger values (e.g., 1 = exciting and 5 = boring, 1 = pleasant and 5 = unpleasant) (Figure 7). The CI is measured with 21 cognitive

items on a 5-point LS to what extent north Bali offered those characteristics (1=strongly agree to 5=strongly disagree) (Iordanova, 2017).
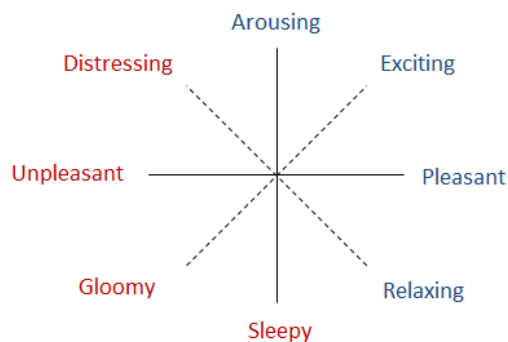
Figure 7. Two dimensional representation of AI (Russel & Pratt, 1980:313)

3.3.4. Step 4: Pilot testing

Once the questionnaire was created it was piloted with an expert on the tourism field, who commented the suitability of the questions and the structure. After, 10 graduate students (the minimum number for pilot (Fink, 2003)) tested the questionnaire and were asked to give comments on its length, structure and content. It is important to highlight the changes made in the measurement of AI. Results in this step show that the word *gloomy* was found unclear and it was changed to *boring* (see Figure 8 for the new representation of AI). Eventually, it was clear that respondents had no problems understanding or responding the questions and the final version of the questionnaire was created (see Appendix G).
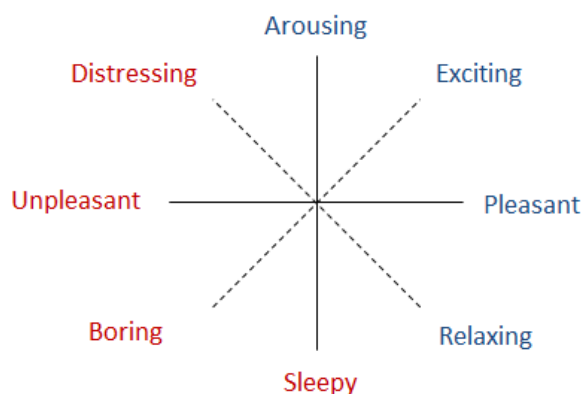
Figure 8. Adapted two dimensional representation of AI (Russel & Pratt, 1980)

3.3.5. Step 5: Collect data using the questionnaire

Sampling

Selecting a sample for this research is necessary because it is impracticable to collect data from the entire population. Due to time and financial limitations, this study uses non-probability sample, where the probability of each individual being selected from the total population is not known (Saunders et al., 2009). Although, non-probability samples are described as non-representative, these techniques are quite popular in tourism research (Chen & Tsai, 2007; Lee et al., 2005; San

Martin & Del Bosque, 2008) where no "hard facts" concerning the population of interest are available (Iordanova, 2017:220). There are no rules regarding sample size when using non-probability samples, therefore the sample size is dependent on the research questions and objectives (Saunders et al., 2009).

Data collection

As soon as the questionnaire is designed, tested and the sample is selected, data collection can start. One of the main objectives when administering the questionnaire is to maximise the response rate (Saunders et al., 2009). To achieve a favourable response rate the questionnaire was self-administered in two ways. It was delivered by hand in popular areas in south Bali between August 1st and August 13th and it was posted on appropriate Internet groups between August 7th and September 15th (see Table 11 and 12 in Appendix H for specific information). Only people who have been to south Bali were asked. It is important to consider that some respondents could have insufficient knowledge about the north, these uninformed responses can contaminate the questionnaire and reduce the reliability of the data, therefore they should be dismissed (Saunders et al., 2009).

The questionnaire was analysed using SPSS for two different purposes: to study the relationships between concepts (and answer the RQ2) and to measure and describe variables (and answer the RQ 4 to 11). First, relationships were studied through hypothesis testing, which compares the chances of opposing hypotheses about the population. If the Sig. of the relationship is smaller than 5% (the level of risk) the research hypothesis reflects a difference on the population (Mitas, 2017a). Second, the researcher uses descriptive statistics to measure the variables' mean (the average mark given to different items within a variable) and SD (the average distance between the responses and their mean). Finally, by cross-tabulating is possible to compare the relationship between two variables, for example, to study the relationship between the demographic profile of a certain type of tourists (RQ 5) (Mitas, 2017b).

3.4. LIMITATIONS

There are several limitations associated with this study. First, although the sample population of this study is 228 it becomes smaller when some variables are analysed and tourists are divided into three groups. Therefore, results and advice should be interpreted with some caution. However, because to the researcher knowledge this is the first research which aims to attract tourists to north Bali based on its TDI, the results might be meaningful for tourism marketers. Secondly, although respondents were encouraged to give their honest opinion, this limitation should be taken into consideration. Third, although this study has used a mixed-method approach, the main instrument to collect data is based on quantitative techniques, therefore, a more developed qualitative approached could have improved the confidence on the results. Furthermore, the main nationalities of the sample (Australian, English and Dutch) do not correspond with the main nationalities arriving in Bali (Chinese, Australian and Indian) (BGTO, 2017) due to the language barrier. A more representative demographic sample will improve the generalizability of the study. Finally, this study tested the relationship between TDI and travel behaviour, both in a pre and post-travel stage. However, the relationship between in situ TDI and in situ travel behaviour has not been studied. Future studies examining the impact between these two variables are highly recommended.

4. BALI AS A TOURISM DESTINATION

This chapter aims to give an overview of Bali as a tourists destination, more specifically the north. First, the tourism context is explained in order to understand Bali's current environment. Second, an explanation of the key resources and infrastructure is made in order to understand the difference between the south and the north.

Tourist destinations are considered extremely complex products (Weaver, Weber & McCleary, 2007) able to provide a tourist experience which relays on the service infrastructure and the destination's environment (Murphy et al., 2000) (see Figure 9). Although both elements influence the tourist destination experience not all the resources are equally important (Illum and Schaefer, 1995). It is necessary to identify the key resources which have a greater influence on the perception of north Bali (Narayan et al., 2009) and the key factors attracting tourists (Benur & Bramwell, 2015) in order to develop specific management and marketing strategies and eventually increase tourists' numbers.
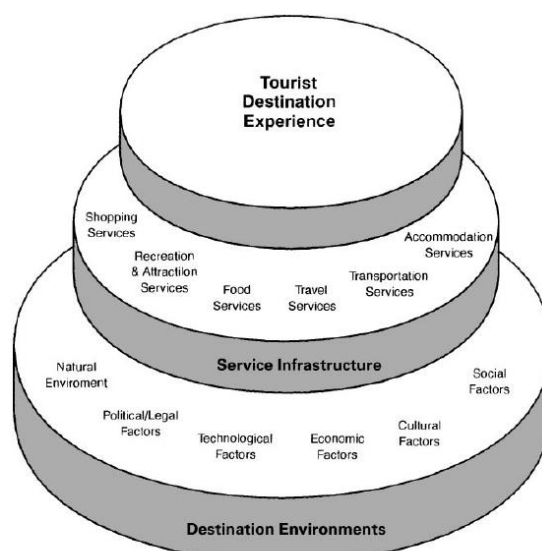
Figure 9. Conceptual model of the destination product (Murphy et al., 2000:46)

4.1. BALI'S TOURISM CONTEXT

Bali is often referred as The Island of the Gods, The Paradise Island or the Island of a Thousand Temples. It is one of the 33 provinces in Indonesia, located between Java and Lombok and its main tourist destination. The island is divided in 9 regencies with Denpasar as its capital. It is home of 4.2 million people, where 84% follows Balinese Hinduism. Bali's economy used to relay on agriculture, however, nowadays tourism is its main source of income (About Bali, 2012; BBC, 2018).

Balinese have been connected to many civilizations that brought with them not only their goods but also their customs and traditions. The first influence was exercised by Indian traders who provided the Hindu learning to the Balinese society. Later, Bali was added to the Javanese domain and, although they share traditions, its different religions made them implacable enemies. Moreover, Bali had intern trouble among its regencies, too many to number (Hanna, 2004).

Bali enjoyed the benefits of European neglect until the XIX century when the Dutch aspired to dominate the whole Indies. They wanted to assert sovereignty and own exclusive control of Balinese political and commercial contacts with the outside world. After one of the regencies requested Dutch military aid to conquered Lombok, the Dutch converted unilaterally a contract which gave them the pretext to send three expeditionary forces to the island (in 1846, 48 and 49) and eventually exercise sovereign power. The Dutch-Balinese administrative bureaucracy work remarkable well and the Dutch contributed to the general development of the island. They introduced taxes, schools and

clinics, encouraged the extension of irrigation systems and transport infrastructure, banned slavery and started a campaign to combat opium (Hanna, 2004).

The Dutch also introduced tourism in Bali by filling up the cabins of the ships they send with goods to Buleleng and Padang Bai. Tourists' numbers increased drastically with the completion of Tuban airport in 1938 (now called Ngurah Rai International Airport) (Cabasset-Semedo, 2011). Reports began to filtering out that Bali was an unspoiled tropical paradise with beautiful scenic and cultural attractions (Vickers, 2012). The Dutch were among the first ones to identify the key selling points of Bali as an exotic tourist destination, as seen in this poster from 1939 featuring volcanos, temples and bare-breasted women (see Figure 10). Nevertheless, Bali was not free of troubles yet and tourism did not flourish until the 1970s (Hanna, 2004).
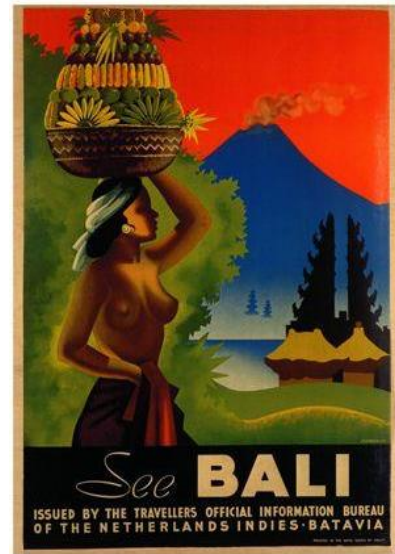
Figure 10. Dutch East Indies tourism poster for Bali (Granger Academic, 2018)

After a small Japanese occupation during the WWII, the Indonesia National Party led by Sukarno seized the opportunity to get rid of the Dutch and proclaim the independent state of Indonesia. The Dutch recognized the new Republic of the United States of Indonesia in 1949. The transition from colonialism to independence begun and during Sukarno years (1955-65) Bali went thorough profound political, economic, social and cultural changes (Hanna, 2004). The regime collapsed due to a coup d'état and the army officer Suharto was named president in 1967. He established a New Order regime which, despite of being profoundly undemocratic, brought economic prosperity and ruled Indonesia for the next three decades (1967-1998) (Indonesia Investments, 2018b).

The New Order was eager to exploit tourism facilities. The Taban airport was expanded as an international gateway (in 1969) and many hippies and surfers visited the island. In 1972 a "Master Plan for the Development of Tourism in Bali" was executed, which brought the first luxury hotel in the island. The plan also recommended many developments, mainly in Kuta, Sanur and Nusa Dua. However, the plan also recognized that in so doing, Bali's cultural manifestations would disappear. To solve this, the local authorities wanted to promote "cultural tourism" and use "local culture" as Bali's main attraction. By the 1980s, Kuta was flanked with unbroken tourism developments all the way up to Seminyak and crowded with backpackers rather than hippies (Hanna, 2004).

Unfortunately, the serenity is the island did not last very long due to two major incidents. In 1997 the Asian Financial Crisis hit Indonesia, snowballing from an economic crisis to a social and political one (Hanna, 2004). President Suharto resigned and Habibie became the third president, characterized by being democratic with open and liberal politics (Indonesia Investments, 2018c). Later, in 2002 two suicide bombers from an Islamic group killed 202 people in Kuta (BBC News, 2012). Tourists' numbers collapsed and the economy was seriously damaged. For the first time Balinese realized that Bali's economy was overwhelmingly dependent on tourism and that tourism was dependent on Bali's peaceable image. For decades, observers have said that tourism might "destroy" Bali but it was the sudden loss of tourism that had the capacity to destroy the island prosperous society (Hanna, 2004).

After this period, Bali had a brief pause for reflection and many wondered whether tourism had gone too far (Hanna, 2004). On 2011 the Governor Pastika announced a moratorium on the building of new tourist resorts in southern Bali thinking that this would not only relieve the pressure there but it would also push tourism development into neglected outlands. However, the regents and city mayors of Badung, Denpasar and Gianyar, who disagree with the regulation have kept signing permits for new resorts (Coconuts Bali, 2016) and many of them are operating without legal permits (The Jakarta Post, 2016).

Now that tourism has fully recovered and tourists' numbers have grown during the last years, especially on 2016 and 2017 (23% and 16% respectively) reaching 5,6 million of arrivals on 2017 (see Table 13 in Appendix I) (BGTO, 2017) there is a new public awareness that environmental degradation could damage Bali's image. Nowadays, 65% of the water supply and thousands of hectares of agricultural land go into tourism-related uses. Moreover, air pollution, vast volumes of trash and dirty seas are other features of heavily developed southern regions (Hanna, 2004). In addition to the environmental concerns, the excess of tourist accommodations is causing oversupply, low occupancy, unfair competition and a hotel price war (The Jakarta Post, 2016). On top of that, the island faces earthquakes and volcanic eruptions which condition the tourism industry. In June 2018 thousands of people were evacuated and hundreds of flights were cancelled after the eruption of Mt Agung (9news, 2018). In August 2018 a series of powerful earthquakes stocked the island of Lombok killing more than 400 people and raising concerns about safety in Bali (Hopps, 2018a).

Notwithstanding all these concerns and issues, it is likely that tourism in Bali would continue to grow, in fact, Bali's foreign arrivals target for 2018 is 6,5 million (Tempo.co, 2018). This ambitious target number is concerning analysts about the island's capacity (Coconuts Bali, 2017). It is clear that Bali has something special that keeps attracting tourists no matter the problem, but also that something needs to be done to enhance sustainability in the area.

4.2. SERVICE INFRASTRUCTURE

Bali's product is very diverse and tourists can find a wide range of activities and attractions, most of them related to nature or culture (see Figure 11). In 2015, there were 239 tourist attractions in the island. Gianyar regency had the highest number (50 spots) while the lowest was Bangli regency (see Figure 12) (Antara & Sri Sumarniasih, 2017). Consequently, most tourists only head to the south of the island "leaving plenty of wonderful spots to explore elsewhere, blissfully free of the masses" (Holden, 2017). The south Bali-Ubud axis is home of six of the ten most visited and suggested places in Bali (see

Figure 11. Main activities and attractions in Bali (Prasetianti, 2013)

Figure 13 and 14 in Appendix I). While the south is famous for its busy spots, such as Kuta, Seminyak, Sanur and Nusa Dua, Ubud is known for its cultural activities, such as performances, local art, cooking classes, etc. (Lonely Planet, 2018b).

The other parts of the island receive fewer tourists compared to the south (see Figure 13I). In the north the most visited or suggested places are the Uluan Danu Beratan temple and the Botanical Garden. The north-west is covered by 19.000 ha of the Taman National Park, which is home of dears, 160 bird species and 70 km of coral reef (Wonderful Indonesia, 2018). This area offers trekking and adventure activities, diving and snorkelling opportunities and dolphin watching, especially from Pemuteran and Lovina, where most of the tourists' facilities are located. The west is visited by tourists who seek the chilling vibe of the beaches and the best waves for surfing while escaping from the busy south (Lonely Planet, 2018c) but it does not host any of the most suggested nor visited places in the island. Finally, east Bali's main attractions are climbing Mt Batur, diving, dark sand beaches and temples (Lonely Planet, 2018d).

Not only there is a difference on how tourists are spread in the island but also tourism businesses and developments. Table 1 shows the number of tourism services located in each regency. Badung and Gianyar, located in the south, are the ones offering more accommodation services and restaurants. Denpasar is home of popular beach areas and offers many bars, restaurants and resorts. In consequence, the southern part of Bali is where most jobs are to be found, mostly in the tourist industry (BTB, 2018a). On the contrary, the other regencies receive little attention, especially Bangli, Jembrana and Klukung. Consequently they have a limited amount of tourism products and a lack of diverse mix, which reduces the destination's competitiveness (Bramwell, 2004).

Table 1. Number of tourism businesses per region

	Accommodation	Bars	Restaurants	Resorts
Denpasar	320	133	455	101
Badung	2.527	-	823	68
Bangli	56	-	30	4
Buleleng	1.091	81	173	1
Gianyar	4.597	127	505	4
Jembrana	39	6	76	57
Klungkung	33	17	31	20
Karangasem	800	62	118	3
Tabanan	526	0	40	0
Total	9.989	426	2.251	258

Note. From BGTO (2017).

In addition, there is also a difference on how transport developments are spread in the island, which has a huge impact on tourists' arrivals. The south has an international Airport and a harbour which is currently being expanded to become the nation's largest port, able to accommodate three cruise ships at a time (Morris, 2017). However, port in the north is mainly used for transporting goods from Java (The Jakarta Post, 2018) and the ministry is still evaluating the development plan to construct an international airport (Coconuts Bali, 2018).

To sum up, it is clear that there is a difference on how Bali's tourism is spread, in terms of tourists' arrivals, tourism businesses and developments. This could be seen already in the 1980s when most tourists where mainly interested in Kuta (Hanna, 2004). Overtime, the south has been extensively promoted and received many tourism investments, while the rest of the island remains quite undeveloped and undiscovered by tourists. Thus, Bali can be divided into two different parts where the tourism product, tourists experience and possibly the TDI are different (see Figure 12).
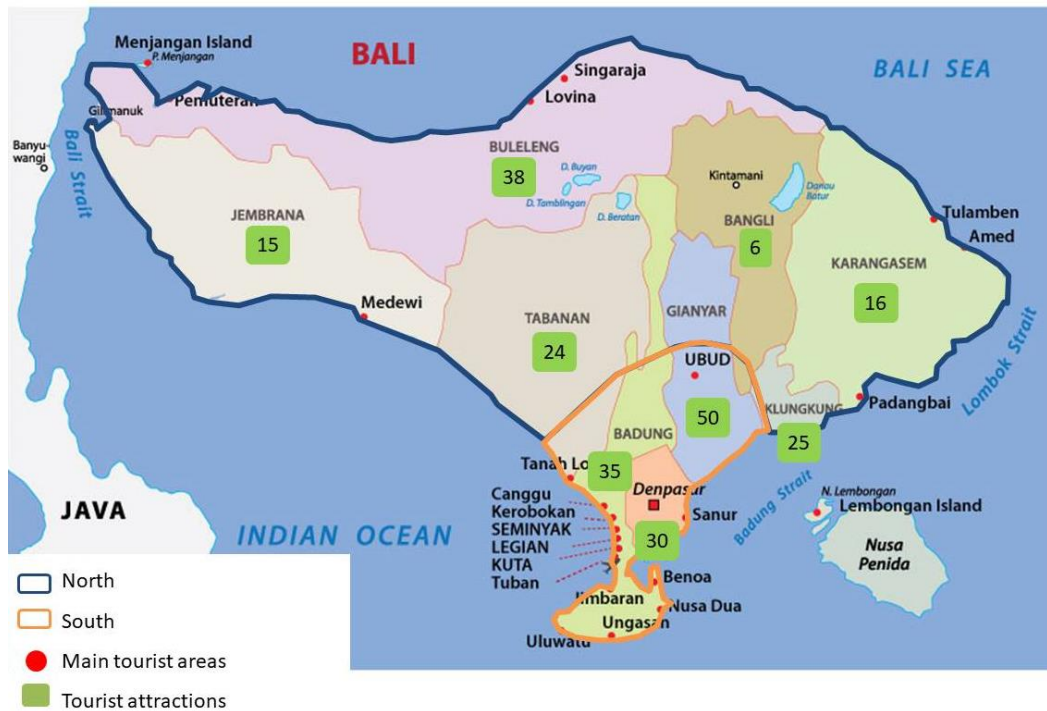
Figure 12. Map of two different areas in Bali: south and north. Adapted from Bali.com (2018a). Information of tourist attractions is from Antara and Sri Sumarniasih (2017).

5. FINDINGS

This chapter analyses the information collected from the main instrument of this study: the questionnaire. Here, the theory is empirically tested in the context of north Bali. First, the chapter explains the results from hypothesis testing, which studies the relationship between concepts. Second, it describes and compares the information of the variables related to TDI and travel behaviour.

The sample contains 228 responses, 35% of them were collected online whereas 65% were collected face to face, with a response rate of 80,4%. It is important to mention that not all respondents answered all the questions, thus the sample can differ per question. Among those who answered face to face questionnaires, 14 respondents who have not been to the north mentioned that they did not know anything about it and answered "neutral" to every affective and cognitive items, those answers were dismissed and only their demographic information, travel constraints and overall image are included in the study.

Demographic profile of respondents

The demographic profile of the respondents is presented in Table 2. In terms of gender 57,9% were female and 42,1% were male. The majority of the respondents were within younger age brackets, with 29,4% between 18 and 24, followed by a 34,6% between 25 and 34 years. The main nationalities of respondents were: Australian (20,2%), British (13,6%), Dutch (11%) and Indonesian (8,3%). The nationality of respondents in this study is not representative of the total foreign arrivals in Bali which is lead by Chinese, Australian, Indian and Japanese (BGTO, 2017).

Table 2. Demographic profile of respondents

Demographic characteristics	Frequency	Percentage (%)
Gender		
Female	132	57,9
Male	96	42,1
Age		
18-24	67	29,4
25-34	79	34,6
35-44	33	14,5
45-54	24	10,5
55-64	17	7,5
65+	8	3,5
Nationality		
Australian	46	20,2
British	31	13,6
Dutch	25	11
Indonesian	19	8,3
German	17	7,5
USA	15	6,6
Others	75	32,8

Note. N = 228

RQ 2.1. Is there a link between tourists' satisfaction in north Bali and their post TDI?

Research has shown that not only there is a positive link between satisfaction in north Bali and post TDI (Sig.=0.000 and 0% < 5%) but it is also very strong since satisfaction accounted 38,5% of the variation in post TDI. The results also demonstrate that if tourists would be "very satisfied" their TDI would be rather positive (1,4 in a 5-point LS) and if they would be "very dissatisfied" their TDI would be rather negative (3,85/5). In other words, for one unit of change of the level of satisfaction the rate given to TDI would increase/decrease 0,613 on a 5-point LS (B0=0,782 and B1=0,613). See Table 14J, 15J and 16J.

RQ 2.2. Do higher levels of satisfaction in north Bali contribute to a positive post-travel behaviour?

The results confirm that there is a positive relationship between satisfaction in north Bali and post-travel behaviour (Sig = 0.000 and 0% < 5%). In fact, it is very strong since satisfaction accounted for 22,6% of the variation in post-travel behaviour. The findings confirm that when a tourist is "very satisfied" he/she is "very likely" to produce positive post-travel behaviour (1,3/5), however, when a tourist is "very dissatisfied" he/she is rather "unlikely" to revisit or recommend north Bali as a destination (3,4/5) (B0=0,822 and B1=0,519). See Table 17J, 18J and 19J.

RQ 2.3. Does post TDI in north Bali influence post-travel behaviour?

Research has shown that post TDI in north Bali positively influences post-travel behaviour (Sig. = 0.000 and 0% < 5%). Besides, the relationship is quite strong since TDI accounted for 20,3% of the variation in the likeliness to revisit or recommend north Bali. The results also demonstrate that when tourists held a "very positive" TDI of the north, they are "very likely" to produce positive post-travel behaviour (1,3/5), however, when the image is "very negative" they "neither agree or disagree" in producing positive post-travel behaviour (3,1/5) (B0=0,830 and B1=0,457). See Table 20J, 21J and 22J.

RQ 2.4. What is the relationship between travel constraints and pre TDI?

Results show that there is a negative relationship between travel constraints and TDI (Sig. = 0.021 and 2,1% < 5%). However, the connection is not very strong, since travel constraints accounted only for 6,1% of the variation in pre TDI. When tourist are strongly affected by travel constraints, their TDI is "neutral" (3,05/5) whereas when they are not affected at all, their TDI is rather "positive" (2,12/5) (B0=3,279 and B1=-0,231). See Table 23J, 24J and 25J.

RQ 2.5. Does pre TDI of north Bali influence pre-travel behaviour?

The results confirm that pre TDI of north Bali influences pre-travel behaviour (Sig. = 0.001 and 0,1% < 5%). Nevertheless, the connection is rather weak since pre TDI only accounted 8,8% of the variation in intention to visit. Research questions 9, 10 and 11 will provide more information on how tourists that intend to go to the north have a more positive TDI than those who do not intend to go, which already indicates that TDI affects intention to visit. See Table 26J, 27J and 28J.

RQ4. How many tourists have been to the north of Bali and how many tourists are intending to go?

According to this study, 58,3% of the tourists who visited south Bali have not visited the north. Only 33,1% of those are intending to go whereas 66,9% are not intending to. Consequently, three

different groups of tourists can be identified: (Group 1) tourists who have been to the north, (Group 2) tourists who have not been to the north but are intending to go and (Group 3) tourists who have not been to the north and are not intending to go (see Table 3). Henceforward, these names will be used.

Table 3. South Bali tourists' travel behaviour concerning north Bali

Have been (Group 1)	Have not been		Total
41,7	58,3		100
	Intend to go (Group 2)	Do not intend to go (Group 3)	
	33,1	66,9	100

Note. Numbers are expressed in percentages (%)

RQ5. Is the demographic profile different among the three groups?

No significant differences among groups are found regarding the gender. As far as the age is concerned, all groups show a majority within younger age ranks, especially Group 2, where 77% of tourists are aged between 18 and 34 years, indicating an important characteristic of this market (see Table 4). Regarding the nationality, Australian, British and Dutch are always in the top three. In Group 2, the four biggest markets represent almost the total percentage of the tourists intending to go to the north (84,1%), which are also the biggest markets in Group 1. Thus, these nationalities are the most important ones when attracting tourists to north Bali. Interestingly, the Indonesian market is not one of the main markets in Group 3, where Germans and Americans took its place. This could be because the domestic market is more interested in visiting north Bali. See Table 5.

Table 4. Demographic profile of the different groups of tourists

Demographic characteristics	Group 1	Group 2	Group 3
Gender			
Female	61,1	54,5	56,2
Male	38,9	45,5	43,8
Age			
18-24	24,2	31,8	33,7
25-34	26,3	45,5	38,2
35-44	20	11,4	10,1
45-54	12,6	6,8	10,1
55-64	12,6	2,3	4,5
65+	4,2	2,3	3,4

Note. Numbers are expressed in percentages (%). Group 1, N=95; Group 2, N=44; Group 3, N=89

Table 5. Top nationalities within the different groups of tourists

Group 1		Group 2		Group 3	
Australian	16,8	Australian	20,5	Australian	23,6
Dutch	11,6	British	18,2	British	14,6
British	10,5	Dutch	13,6	Dutch	9
Indonesian	10,5	Indonesian	11,4	Germany	7,9
Spanish	9,5	Filipino	6,8	USA	7,9
USA	7,4	French	6,8	French	5,6
Germany	7,4	German	6,8	Indonesian	4,5
Others	26,3	Others	15,9	Others	26,9

Note. Numbers are expressed in percentages (%). Group 1, N=95; Group 2, N=44, Group 3, N=89

RQ6. What is the post-travel behaviour of a typical tourist from Group 1?

Two different items are used to measure post-travel behaviour: likeliness to revisit and willingness to recommend. A typical tourists who has been to the north "agrees" on his/her likeliness revisit it (mean=1,8) and his/her willingness to recommend (mean=1,6). Thus, he/she "agrees" on his/her likeliness to produce positive post-travel behaviour (average mean=1,7). The average distance between responses and the mean is 0,64 points (SD) on a 5-point LS, hence responses were fairly together. See Figure 15J for complete data.

RQ7. What is the level of satisfaction of a typical tourist from Group 1?

Three different items are measured to identify the level of satisfaction of a typical tourist who has been to north Bali: enjoyed the trip, going to the north was a wise choice and the trip met the expectations. The average mean of the three items is 1,69, meaning that a typical tourist from Group 1 "agrees" on these three statements, which indicates that he/she is "satisfied" with his/her experience. The responses differ from the mean on a 0,587, hence they were fairly together since the items were measured on a 5-point LS. See Figure 16J for complete data.

RQ8. What are the travel constraints of a typical tourists from Group 3?

Six items are used to identify the most important travel constraints stopping tourists from traveling to north Bali. A typical tourist who does not intent to visit the north "neither agrees" on these travel constraints affecting him/her (average mean=2,91). The two most critical constraints are *the lack of information* (mean=2,36) and the *distance* (mean=2,51). In contrast, the less critical constraints are the *money* (mean=3,17) and *tourists' interests* (mean=3,6). The standard deviation for each item is fairly high, especially for the item *I do not have time* (SD=1,148) and *It is not fun to travel by self* (SD=1,147), meaning that the opinion of each tourists on these items differ from more than 1 point on a 5-point LS. See table 6.

Table 6. Mean and SD for each travel constraint

Item = travel constrain	Mean	SD
I do not have information	2,36	0,996
I do not have time	2,69	1,148
I do not have enough money	3,17	1,064
It is too far away	2,51	1,135
I am not interested in the attractions and/or activities	3,6	0,977
It is not fun to travel by myself	3,14	1,147
Average	2,91	0,60

Note. N=88

RQ 9. What is the overall TDI image of a typical tourist from each group?

Results in Table 7 indicate that there is a difference on the perception of north Bali's overall image among tourists from different groups. A typical tourists who has been to the north has an image between "very positive" and "positive" (mean=1,82), a typical tourist who is intending to go has a "positive" image (mean=2,22) and a typical tourist who is not intending to go has an image between "positive" and "neutral" (mean=2,61). This indicates that the image improves after the trip, and that tourists who are intending to go have a more positive image than those who are not. The SD of each group is relatively small meaning that responses were close together, taking into consideration that the variable was measured on a 5-point LS.

Table 7. Bali's OI per group of tourists

	Group 1	Group 2	Group 3
Mean	1,82	2,22	2,61
Std. Dev.	0,581	0,652	0,557

Note. Group 1, N=85; Group 2, N=41; Group 3, N=87

RQ 10. What is the affective TDI image of a typical tourist from each group?

The AI was measured with four bi-polar scales where positive poles (arousing, exciting, pleasant and relaxing) are assigned to smaller values and negative poles (sleepy, boring, unpleasant and distressing) to bigger values. Hence, the smaller the value, the more positive is the image. Values need to be considered on a 5-point LS where 1 would mean very arousing and 5 would mean very sleepy. On average, a typical tourist from Group 1 or Group 2 has a "positive" AI (mean=1,99 and mean=2,05 respectively) whereas, a typical tourists from Group 3 has an AI between "positive" and "neutral" (mean=2,38). Again, Group 1 is the group with a more positive AI, followed by Group 2 and last Group 3. Interestingly, all groups gave smaller values to north Bali being *pleasant-unpleasant* and

relaxing-distressing than *arousing-sleepy* and *exciting-boring*, especially Group 1 and Group 2. Therefore, north Bali is seen as *pleasant* and *relaxing* but not so much *arousing* and *exciting.* See Table 8.

Table 8. Mean of the AI items per group of tourists and total

	Group 1	Group 2	Group 3	Total
Arousing - Sleepy	2,46	2,51	2,61	2,53
Exciting – Boring	2,13	2,12	2,51	2,25
Pleasant – Unpleasant	1,69	1,9	2,2	1,93
Relaxing - Distressing	1,68	1,68	2,19	1,85
Average	1,99	2,05	2,38	2,14

Note. Numbers are means. Group 1, N=85; Group 2, N=41; Group 3, N=75; Total, N=201

RQ 11. What is the cognitive TDI image of a typical tourist from each group?

Bali's cognitive image is measured with 21 items divided in 6 categories. Each group of tourist has a different perspective on the favourableness of these categories and items, hence, the means are presented three times corresponding to the three groups. The items were measured on a 5-point LS using *agreement* as type of rating (1=strongly agree and 5=strongly disagree). However, in order to make it more clear, the items will be explained as *positive* or *negative.* Therefore, items with smaller values are seen as *very positive* and items with higher values are seen as *very negative.* See Table 9. The following paragraphs explain the differences and the similarities between the three groups.

Table 9. Mean of the CI items per group of tourists and total

	Group 1	Group 2	Group 3	Total
Natural environment	**1,98**	**2,03**	**2,16**	**2,06**
Beautiful scenery	1,42	1,65	1,78	1,62
Unique flora and fauna	1,92	2,1	2,08	2,03
Great beaches	2,43	2	2,41	2,28
Great National Parks	2,15	2,37	2,35	2,29
Cultural environment	**1,84**	**1,88**	**2,06**	**1,93**
Interesting cultural attractions and activities	1,95	2,05	2,27	2,09
Rich customs and traditions	1,92	1,83	2,05	1,93
Has welcome and friendly local people	1,65	1,75	1,86	1,75
General environment	**2,31**	**2,48**	**2,53**	**2,44**
Pleasant weather	1,94	1,95	2,11	2
Standard hygiene and cleanliness	2,81	3,05	2,92	2,93
Personal safety	2,12	2,45	2,68	2,42
Is undeveloped and/or unspoiled	2,36	2,48	2,39	2,41
Value for money	**2,14**	**2,12**	**2,14**	**2,14**
Reasonable price for food and accommodation	1,88	2	2,08	1,99
Reasonable price for transportation	2,37	2,2	2,15	2,24
Reasonable price for attractions and activities	2,18	2,17	2,2	2,18
Infrastructure	**3,03**	**2,94**	**3,07**	**3,02**
Great infrastructure of accommodation and restaurants	2,73	2,63	2,97	2,78
Well-developed transport-system	3,46	3,2	3,35	3,34
Facilities for information and tours available	2,69	2,73	2,86	2,76
Great shopping opportunities	3,25	3,2	3,11	3,19
Entertainment	**2,54**	**2,38**	**2,56**	**2,49**
Great opportunities for sports and wildlife activities	2,04	2,38	2,41	2,28
Great opportunities for wellness activities and relaxation	2,21	1,8	2,19	2,07
Great nigh life and entertainment	3,37	2,95	3,07	3,13
Average	**2,33**	**2,33**	**2,44**	**2,37**

Note. Group 1, N=84; Group 2, N=40; Group 3, N=74; Total, N=198

The findings show that the means of the items presented by Group 1 are quite spread compared to the other groups, with values that go from 1,42 *(beautiful scenery)* to 3,46 *(well-developed transport-system)*, which could be an indicator that visitors held a more improved TDI than non-visitors. Both Group 1 and 2 show that the most positive categories are *Cultural environment* and *Natural environment*. The most positive items are *beautiful scenery, welcome and friendly local people* and *rich customs and traditions.* It is important to highlight that the items *great beaches* and *great National Parks* get a comparatively negative mark compared to the other items in the category *Natural environment.* This disadvantage makes the category *Cultural environment* always the most positive one. In addition, both groups have given a positive score to *pleasant weather.* Interestingly, Group 2 has given a very positive score to *great opportunities for wellness activities and relaxation*, which is even more positive than the one given by Group 1.

Group 3 show similar results and has given a positive mark to *welcome and friendly local people* and *beautiful scenery,* still *Cultural environment is* the most positive category. Interestingly, *Value for money* is ranked the second most positive category due to the positive mark given to *reasonable price for food and accommodation.* However, none of the categories in Group 3 have a mean in the range of 1, which makes its average CI higher than the other groups, and therefore more negative.

All groups agree on that *Infrastructure* is the most negative category, especially the item *well-developed transport-system* and *shopping opportunities*. The category *Entertainment* is the second most negative category because of the high score given to *great night life and entertainment.* In addition, the item *standard cleanliness and hygiene* is seen as quite unfavourable, especially for those tourists who have not been to the north. Interestingly, tourists who intend to go to north Bali see these items a bit less negative than those who have already been.

Generally speaking, there is no difference on how Group 1 and Group 2 perceive the cognitive dimension of the area, as they share the same mean (2,33). A typical tourist from these groups has rather a "positive" CI of north Bali. Group 3 sees the cognitive dimension slightly more unfavourable (mean=2,44) than the other groups because almost every item is seen a bit more negative. To sum up, the categories can be organized as follow from most positive to less positive: (1) Cultural environment, (2) Natural environment, (3) Value for money, (4) General environment, (5) Entertainment and (6) Infrastructure.

General comments

Table 10 shows the average results of each group. In general, it can be state that each of the dimensions of TDI in north Bali improves in accordance to tourists' behaviour. In other words, Group 1 has always a more positive TDI than Group 2 and Group 3. Likewise, Group 2 has always a more positive TDI than Group 3. For example, the rate given to the OI increases each time on 0,4 points (from 1,82 to 2,22 to 2,61). This difference is also noticeable in the AI. Group 1 and 2 have a "positive" AI but Group 3 has an AI between "positive" and "negative". Finally, the cognitive dimension is quite similar among all groups. These results show again that TDI is strongly related to the travel behaviour.

Interestingly, all groups have a more positive AI than CI. This has a strong impact on the OI of Group 1, which is even more positive than its components. This is probably because the AI is more prominent in visitors than in non-visitors. On the other hand, non-visitors' OI might be more influenced by its cognitive component. The OI of Group 2 is in between the two components whereas in Group 3 is even more negative than its component.

In general, tourists held a "positive" AI of north Bali (mean=2,14) and a "positive-neutral" CI (mean=2,37), thus the AI is more "positive" than the CI. The OI score is rather positive (mean=2,22) and in between the two components.

Table 10. Means of overall, affective and cognitive image of each group of tourists

	Group 1	Group 2	Group 3	Total
Overall image	1,82	2,22	2,61	2,22
Affective image	1,99	2,05	2,38	2,14
Cognitive image	2,33	2,33	2,44	2,37

Note. Numbers are means. Group 1 (OI N=85, AI N=85, CI N=84), Group 2 (OI N=41, AI N=41, CI=40), Group 3 (OI N=87, AI N=75, CI=74), Total (OI N=213, AI N=201, CI N=198)

6. DISCUSSION AND RECOMMENDATIONS

This chapter brings together the literature review and the finding from this study. The findings are supported with literature used previously in chapter 2 and used to test the theory. The results have several practical implications and this chapter is meant to give a first guidance in this step by giving some recommendations.

TDI has received much attention during the past four decades due to its impact on travel behaviour, especially on its ability to influence the decision-making process and post-travel behaviour. Generally speaking, a positive destination image can increase tourists' numbers (Tasci et al., 2007) and therefore it has a significant impact on the successful tourism development of an area (Hunt, 1975). Although Bali is one of the most popular tourism destinations in Asia (Nurhayati, 2017) it has not received enough academic attention related to TDI so far. Besides, because the south of the island is overcrowded with tourists and tourism developments and the north has received little attention (Hanna, 2004) there is a need to spread tourism in the island. Therefore, this study intent to fill the gap by evaluating north Bali's destination image and use the results as a tool to control tourists' behaviour. By understanding the most appealing and unappealing factors of north Bali, more effective destination management and marketing strategies can be developed (Trembath et al., 2011). Eventually, north Bali could become a more competitive destination. The implications of the study have relevance for the governmental institutions, especially the BTB, for any tourism business located in the north of the island and for those interested in releasing the tourism in the south.

This study has worked on the basis of two frameworks (see Figure 4 and 5). The first one explains the relationship between post TDI, post-travel behaviour and satisfaction. The second framework describes the relationship between pre TDI, intention to visit and travel constraints. All the relationships explained by the literature review, even those who were not well-investigated (such as the relationship between TDI and travel constraints) have been confirmed by this study in the context of north Bali. There is a remarkably strong relationship between post TDI, post-travel behaviour and satisfaction. Several authors have recognized these relationships (Bigne et al., 2001; Lee et al., 2005) and the importance of loyalty in the success of a destination (Chi & Qu, 2008). Although the relationships between pre TDI, pre-travel behaviour and travel constraints are not so strong, they have also been confirmed in the context of north Bali. Many authors state that destinations with more positive images are more likely be included in the process of decision making (Echtner & Ritchie, 1991; Lee et al., 2005).

Furthermore, the findings have demonstrated that more than half of the tourists visiting south Bali have not been to the north. Thus, as Holden (2017) states, most people only visit the south of Bali leaving many wonderful and uncrowded spots to explore elsewhere. The difference on how tourists' numbers are spread in the island is probably due to the way tourists attraction are located, mostly in the south (BGTO, 2016; Hanna, 2004). At the same time, this could explain why tourists businesses and developments are concentrated in southern regions (BGTO, 2017). Therefore, this research confirms that to contribute to a more sustainable tourism in Bali it is necessary to spread tourists' numbers in the island.

With these findings in mind, the researcher can state that there are four ways to increase tourists' arrivals in north Bali. First, it is possible to create target market strategies (Gursoy & McCleary, 2004), second, it is crucial to increase tourists' satisfaction (Lee et al., 2014), third, it is essential to increase pre and post TDI (Molina et al., 2010) and last but not least it is important to decrease tourists' travel constraints (Chen et al., 2012; 2013). All these factors will increase positive post-travel behaviour and intention to visit the north.

To increase visitation through target marketing the greatest opportunities are to focus internationally in three markets -Australian, British and Dutch- and domestic tourists. These markets are key due to the size of their population. The domestic market is especially important due the short distance from the destination. In response to research, efforts should be concentrated in the young population (between 18 and 34 years), especially in those who are already in the south and are intending to visit the north (Group 2). Strategies could include specific offers, international partnership activities to stimulate travel, strategies employed during search of information and the use of online platforms to promote the destination (Gursoy & McCleary, 2004).

The second way to increase tourists' arrivals is by increasing tourists' satisfaction. Results have shown that currently, tourists visiting the north are "satisfied" with their experience. However, it would be beneficial to increase satisfaction to the maximum in order to increase TDI to "very positive" and the likeliness to produce positive post-travel behaviour to "very likely". Because numerous studies have confirmed these relationships (Echtner & Ritchie 2003; Lee, Lee, & Lee 2005; Chi & Qu, 2008; Prayag & Ryan, 2011) satisfying tourists has become one of the best strategies to achieve competitiveness (Kwanisai & Vengesayi, 2016). In order to increase tourists' satisfaction, it is important to provide a high value experience by focusing on service quality, by understanding tourist's needs and motivations and by providing the appropriate products and services (Lee et al., 2014).

Another way to enhance positive travel behaviour is by increasing pre and post TDI. Results have shown that if the post TDI held by tourists would increase from "positive" to "very positive", they would "strongly agree" on their likeliness to produce positive post-travel behaviour. Likewise, if the pre TDI of those who are not intending to visit the north would be improved (now is "positive-neutral") it is likely that their intention to visit will be modified (Echtner & Ritchie, 1991).

In order to modify tourists TDI, it is important to understand its dynamic and loose structure. Results show that the post TDI is more positive than the pre TDI and the image of those who are intending to go is more positive than those who are not intending to go. Therefore, this study supports the idea that visitors and non-visitors held a different TDI (Kim et al., 2009; Sirgy & Su, 2000). Furthermore it is important to acknowledge the affective and cognitive dimension of TDI when comparing the image of different groups. This study suggests that visitors elaborate an image more along the affective component whereas non-visitors do it along the cognitive component. At the same time, because the CI is an antecedent of the AI, the more positive the CI the better the affective evaluation is (San Martin & Del Bosque, 2018).

Results show that visitors have a more positive AI than non-visitors, and those intending to go have a more positive AI than those who are not. This supports the theory presented by Kim et al. (2009) whom revealed that the affective domain is improved after the entire travel experience. According to the results, north Bali is seen as pleasant and relaxing but not so much arousing and exciting. It

would be useful to promote certain types of activities to enhance these qualities. For example, by promoting sports and wildlife activities such as climbing Mt. Batur, buggy tours, waterfall activities or the Safari and Marine Park, the exciting character of north Bali should improve. Furthermore, interesting cultural activities such as cooking classes, cultural local tours or participating in local handicraft can be useful to enhance the arousing character.

In general, all groups present a CI between "positive" and "neutral", slightly more "neutral" for tourists who are not intending to visit the north. It is interesting to point out that Group 1 has given very different means to the cognitive items, which could indicate that those tourists have a stronger opinion than the other groups. Tocquer and Zins (2004) argue that when tourists have direct contact with the destination the image is improved by delating incorrect elements and strengthening correct elements. Group 1 and 2 recognize the beautiful scenery and the cultural attractions as the most positive characteristics in the north, just like the Dutch did in Bali centuries ago and what Bali's authorities have been promoting since the 1970s (Hanna, 2004). In view of this, it would make sense to keep promoting cultural tourism in addition to the natural features of north Bali. However, it must be said that the north should be developed careful since it is home of two protected attractions: the Taman National Park and dolphin watching (Lonely Planet, 2018b; Holden, 2017). The findings also suggest that north Bali is strongly associated with relaxation and pleasant weather. Interestingly, Group 3 has highlighted the good value for money of the area, especially when it comes to food and accommodation. These features can be capitalised in the area's promotion packages. Especially the good value for money should be used to attract those tourists who are not intending to visit the north.

In an attempt to understand the motives stopping tourists from traveling to the north, it is important not only to study the unfavourable items of TDI but also tourists' travel constraints. This study implies that travel constraints do not directly impact intention to visit, instead TDI mediates their impact (Chen et al., 2013). The findings have confirmed that there is a negative relationship between TDI and travel constraints. Thus, in order to increase TDI it is essential to minimize the travel constraints faced by tourists. In so doing, the TDI of tourists who do not intend to go to the north would increase from "neutral" to "positive".

This study reveals that the most important factors stopping tourists from traveling to the north are the *lack of information* and the *distance*. Predictably, the category *Infrastructure* gets the most negative mark due to the item *well-developed transport-system.* Overtime, the south has been extensively promoted and received many investments while the north has received little attention being now more undeveloped (Hanna, 2004; BTB, 2018; BGTO, 2017). This is remarkably noticeable on the transport infrastructure which is mainly concentrated in the south, making it difficult to reach other parts of the island (BTB, 2018b). According to tourists visiting Bali, the north needs improvement not only in its transport-system but also in *standard hygiene and cleanliness* and *personal safety.* There is a need to invest in these weaknesses and later communicate their improvements in order to make north Bali a more competitive destination. Moreover, as the respondents' perception that north Bali offers *shopping opportunities* and *great night life and entertainment* is quite unfavourable, more intensive marketing efforts should be made to enhance these characteristics.

The second most important travel constraint is the lack of information. South Bali has always received more tourists attention than the north (Hanna, 2004) hence it could be harder for visitors to find tourism information. The lack of information could explain why the items *great beaches, great National Parks, great opportunities for sports and wildlife activities* and *great opportunities for wellness activities and relaxation* have received a negative mark. Although there are areas in north Bali offering those attractions (Lonely Planet, 2018) some tourists are not aware of them. In order to tackle this issue it is necessary to develop specific marketing and management strategies. For example, create a guide about the area in order to promote its unique characteristics such as dark sand beaches and the Taman National Park. Moreover, work on social media and online platforms through bloggers and vloggers creating video materials showing the different activities that can be done in the area. Finally, contact businesses in the south and create a network that would enhance promotions about the north.

To sum up, marketers should promote and advertise the favourable items of north Bali, mainly within the categories *Cultural Environment, Natural Environment* and *Good value for money.* At the same time, the most unfavourable items of north Bali, mainly within the categories *General Environment, Entertainment* and *Infrastructure* should be improved in order to increase north Bali's competitiveness.

This study has contributed to the literature in several ways. Firstly, it discussed and empirically tested the positive relationship between TDI, travel behaviour and satisfaction. It is worth mentioning that this research also supports the negative relationship between travel constraints and TDI, a field where more research was needed (Chen et al., 2012). Secondly, it identified which attributes are better attached to the unique features of north Bali in order to measure its TDI and applies the theory into this specific destination, which was lacking of tourism literature related to TDI. Thirdly, the findings related to the impact of both cognitive and affective component of TDI on travel behaviour deserves specific attention as there are not sufficient studies acknowledging the cognitive-affective nature of TDI (Iordanova, 2015). Last but not least, this study has analysed TDI as a dynamic concept and contributed to the lack of studies regarding the evolution of TDI (Yilmaz et al., 2009; Kim et al., 2009).

7. CONCLUSIONS

This chapter aims to summarize the researcher's thoughts after conducting this research. It provides a summary of the key finding and conclusions of this study, a brief explanation on the importance of this research, future research areas and recommendations for practitioners.

This study has confirmed two things. First, it has been proven that south Bali receives more tourists than the north as almost 60% of respondents have not been to the north and only 33% of those are intending to go. Second, the relationships between TDI, travel behaviour, satisfaction and travel constraints have been confirmed in the context of north Bali. In fact, results demonstrate a strong relationship between satisfaction, post TDI and post-travel behaviour. With these two findings in mind, it can be assumed that there are four ways to increase the likeliness to produce positive travel behaviour: (1) specific strategies for the target market, (2) increase satisfaction, (3) increase pre and post TDI and (4) decrease travel constraints. In order to know in which direction these variables need to be modified, this study has analysed the current opinion of visitors in south Bali regarding the north.

The findings led to the following conclusions. Tourists who have been to north Bali are "satisfied" with their experience whereas tourists who are not intending to go might struggle with the lack of information and the distance to travel. As far as the image is concerned, it seems to improve in accordance with travel behaviour, meaning that visitors held a more positive TDI than non-visitors and those who are intending to go held a more positive TDI than those who are not. Furthermore, the analysis found that there is a remarkable difference on how visitors and non-visitors perceive the OI and the AI, however, there is not a big difference on the perception of cognitive items. Finally, the results indicate that the AI is always more positive than the CI, thus, marketers should work harder on improving the cognitive unfavourable items.

The results show the strengths and weaknesses of north Bali's image and provide a basis on how to improve them. In addition, some suggestions are made on how to enhance satisfaction and tackle the travel constraints affecting tourists from traveling to the north. Overall, the study aims to provide useful information on how to use TDI to increase the number of tourists visiting the north and making it more competitive, while contributing to a better spread of tourism over the island. The results can be useful for governmental institutions, especially those related to tourism (e.g. BTB), tourism related businesses located in the north and everybody interested in relieving the tourism pressure in the south. What is more, this study contributes to the research by testing the theory related to TDI in a specific context and by recognizing the dynamic and complex nature of TDI.

Brief recommendations on how to attract more visitors to north Bali and relieve the south of the island are given. Specific strategies focused on target marketing are strongly recommended. Furthermore, marketers should focus on increase tourists' satisfaction by providing a high value experience through service quality, tourists' needs and specific services. Travel constraints should be tackled. The lack of information can be enhanced by promoting the area and creating a network of businesses between the south and the north. Distance could be tackled by improving the transport infrastructure. Finally, the TDI should definitely be improved in order to enhance positive travel

behaviour. Resources should be used in improving the infrastructure and entertainment of the area and promoting the cultural and natural attractions.

Given the limited size of the sample and the narrow focus of this study, future research could be conducted in order to provide more realistic and specific recommendations on how to attract tourists to north Bali. In addition, future research using more qualitative methods is warranted as it will provide a more holistic data from participants' thoughts. Moreover, further work is certainly required to identify the TDI of two of the main markets arriving to Bali and which were excluded in this research due to the language barrier (Chinese and Indian). Future studies could investigate the relationship between in situ TDI and travel behaviour in north Bali in order to understand the full process of TDI modification. Finally, it will be important that future research investigate the role of other relevant concepts related to TDI, such as motivations, previous visitation or socio-demographic characteristics.

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APPENDICES

Overview of the research questions, research methods and chapter location

RQ 1. What is the definition, importance and relevant relationships of TDI?
(Chapter 2, Literature review)

- Secondary research: to define the essence and importance of TDI
- Primary research: not applicable

RQ 2. What is the relationship between TDI, travel behavior, satisfaction and travel constraints? RQ 2.1. Is there a link between tourists' satisfaction in north Bali and their post TDI? RQ 2.2. Do higher levels of satisfaction in north Bali contribute to a positive post-travel behavior? RQ 2.3. Does post TDI in north Bali influence post-travel behavior? RQ 2.4. What is the relationship between travel constraints and pre TDI? RQ 2.5. Does pre TDI of north Bali influence pre-travel behavior?

(Chapter 2, Literature review and Chapter 5, Findings)

- Secondary research: To find out relevant relationships surrounding TDI. To discover relationships that have not been well investigated. To support the theory. To identify how the variables are normally measured
- Primary research: Linear modelling: hypothesis testing. Divided into subquestions

RQ3. What are the characteristics of north Bali as a tourism destination?
(Chapter 4, Bali as a tourism destination)

- Secondary research: To understand the current characteristics of Bali. To discover its tourism context. To understand the differences between north and south Bali
- Primary research: Not applicable

RQ4. How many tourists (%) have been to north Bali and how many are intending to go?
(Chapter 5: Findings)

- Secondary research: Not applicable
- Primary research: To see what is the current % of tourists who visit and intend to visit the north among those who visit the south

RQ5. Is the demographic profile different among the three groups?
(Chapter 5: Findings)

- Secondary research: To see what are the most relevant demographic characteristics when studying TDI
- Primary research: To see if there is a difference on age, gender or nationality and travel behaviour

RQ6. What is the post-travel behavior of a typical tourist who has been to the north?
(Chapter 5: Findings)

- Secondary research: To see how post-travel behaviour is measured
- Primary research: To know how tourists who have been to the north are likely to produce positive post-travel behaviour

RQ7. What is the level of satisfaction of a typical tourist who has been to the north?
(Chapter 5: Findings)

- Secondary research: To see how satisfaction is measured
- Primary research: To know how satisfied are tourists after visiting the north

RQ8. What are the travel constraints of tourists who are not interested in traveling to the north?
(Chapter 5: Findings)

- Secondary research: To see how travel constraints are measured
- Primary research: To know what are the travel constraints more likely to stop tourists from going to the north

RQ 9. What is the overall TDI image of a typical tourist from each group? RQ 10. What is the affective TDI image of a typical tourist from each group? RQ 11. What is the cognitive TDI image of a typical tourist from each group?
(Chapter 5: Findings)

- Secondary research: To see how TDI is measured
- Primary research: To identify if the TDI (affective, cognitive and overall) is positive or negative. To identify the most un/favourable items of affective and cognitive TDI

Master list of attributes to measure TDI used in the literature

Overall image

- 1 item

Sources: Baloglu and McCleary (1999), Beerli and Martín(2004), Martín-Santana et al. (2018)

Affective image (10 items)

- Bipolar scale: Arousing-sleepy
- Bipolar scale: Pleasant-unpleasant
- Bipolar scale: Exciting-gloomy
- Bipolar scale: Relaxing-distressing
- Bipolar scale: Friendly-unfriendly
- Bipolar scale: Interesting-boring
- Entertaining
- Fun
- Enjoyable
- Novel

Sources: Iordanova (2015, 2017), Baloglu and McCleary (1999), Kaur et al. (2016), Stepchenkova and Morrison (2008), Khan et al. (2017), Beerli and Martín (2004), Martín-Santana et al. (2017), Byon and Zhang (2018)

Cognitive image (62 items)

(1) Natural attractions:

- Beautiful scenery
- Picturesque views
- Unique natural attractions
- Great beaches
- Unique flora and fauna
- National parks
- Many gardens and parks / green over

(2) Value for money:

- Good value for money
- Inexpensive travel
- Reasonable price for food and accommodation
- Reasonable priced shopping merchandise
- Reasonable price for attractions and activities

- Reasonable price for transportation

(3) Culture, history and art:

- Appealing local food and beverage
- Famous handicraft
- Offers interesting cultural attractions
- Offers interesting cultural events/activities
- Offers interesting historical attractions
- Diverse and unique Balinese culture
- Rich customs and religions/ Unusual ways of life and customs
- Architectural style/buildings/ Pretty towns

(4) Environment:

- Good climate / pleasant weather
- Personal safety/security/Less crime rate
- Political stability
- Standard hygiene and cleanliness
- Luxury
- Fashionable
- Modern/ Progressive
- Degree of urbanization / Crowdedness
- Economic development
- Extent of commercialization
- Unpolluted/unspoiled environment / less pollution
- Exotic atmosphere

(5) Social environment:

- Easy to converse
- Good civic sense
- Quality of life
- Courteous local people (polite and showing respect)
- Welcome and friendly local people
- Interesting local people

(6) Tourism infrastructure:

- Well-developed transport-system
- Appropriate signposting
- Easy access to city centre
- Disable access
- Parking facilities
- Wide choice of accommodation
- Good infrastructure of accommodation
- Wide selection of restaurants
- Great shopping opportunities/ Wide variety of shopping options

- Tourism information points/ Facilities for information
- Packaged tours available
- Quality of service
- Good quality of products

(7) Attractions:

- Interesting attractions
- Variety of attractions

(8) Entertainment and recreation:

- Interesting activities
- Variety of activities
- Facilities and services wellness
- Opportunities for sports activities
- Opportunity for adventure/wilderness activities
- Good night-life
- Interesting events and festivals
- Variety of events, festivals, shows, exhibits

Sources: Iordanova (2015, 2017), Baloglu and McCleary (1999), Kaur et al. (2016), Stepchenkova and Morrison (2008), Beerli and Martín (2004), Martín-Santana et al. (2017), Byon and Zhang (2018)

Appendix C

List of professionals in the tourism field approached for the open-ended question

Approached and responded:

- Grandmas hotel, Seminyak
- Bisma Eight, Ubud
- Batu Empug Ubud
- Segara Villas Hotel, Sanur
- Amartera Villas Bali Nusa Dua
- Bamboo Moon Villas, Sanur
- Berawa beach Bali Joglos, Canggu
- The Bli Bli Villas, Seminyak
- Grand Inn Kuta
- Six Sense Uluwatu
- W Seminyak
- Alila Seminyak
- Inaya Putri Bali
- Shunyata Vilas
- Siddhartha Ocean front resort and spa
- Kinaraa resort and spa
- Sumberkima Hill Retreat
- Menjangan dyansty resort
- The Melaya Villas
- Mundung Moding Plantation nature

Approached but did not respond:

- Bali Tourism Board
- Bali Traditional Tours
- Bali Bliss Tour
- Bali Golden Tour
- Bali Full Day Tour
- Bali Cheapest Tours
- DewaparwitaHorison Seminyak
- Natura Villa Ubud
- The Kasih Villas and spa, Seminyak
- Villa Istana Putih by Nakula Management
- Sea Breeze Candidasa
- Blue moon villas resort
- Kubu Indah Dive
- Ciliks beach garden
- Villa Teman
- Mayo resort
- Bali sunset hotel
- Segara Urip
- Bombora Medewi

Appendix D

Results from open-ended questions

Attributes	Times	Related to the item …	Category
Natural beauty	11	Beautiful scenery	(1) Natural env.
Lovina/Lovina beach	10	Great beaches	(1) Natural env.
Dolphins	8	Unique flora and fauna	(1) Natural env. (7) Entertainment
Waterfall	7	Beautiful scenery Entertainment	(1) Natural env. (7) Entertainment
Volcanos/Mt Agung	6	Beautiful scenery	(1) Natural env.
Untouched/unspoiled	5	Undeveloped and/or unspoiled	(3) General env.
Beach	4	Great beaches	(1) Natural env.
Jungle	4	Great National Parks Unique flora and fauna	(1) Natural env.
Diving	4	Unique flora and fauna Great opportunities for sports	(1) Natural env.
Surf	3	Great opportunities for sports	(7) Entertainment
Monkeys	3	Unique flora and fauna	(1) Natural env.
Temples	3	Interesting cultural attractions and activities	(2) Cultural env.
Local	3	Rich customs and traditions	(2) Cultural env.
Far/remote	3	Undeveloped and/or unspoiled	(3) General env.
Sunset/sunrise	2	Beautiful scenery	(1) Natural env.
National Park	2	Great National Parks	(1) Natural env. (7) Entertainment
Coral reefs	2	Unique flora and fauna	(1) Natural env. (7) Entertainment
Culture	2	Rich customs and traditions	(2) Cultural env.
Deserted beaches	1	Great beaches	(1) Natural env.
Dark beaches	1	Great beaches	(1) Natural env.
Motorbikes	1	Great opportunities for sports	(7) Entertainment
Dirt bike-riding	1	Great opportunities for sports	(7) Entertainment
Trekking	1	Great opportunities for sports	(7) Entertainment
Snorkel	1	Unique flora and fauna Great opportunities for sports	(1) Natural env.

Palm trees	1	Beautiful scenery	(1) Natural env.
Rice fields	1	Beautiful scenery	(1) Natural env.
Coffee plantation	1	Beautiful scenery	(1) Natural env.
Hot springs	1	Beautiful scenery	(1) Natural env.
Rural	1	Beautiful scenery Undeveloped and/or unspoiled	(1) Natural env. (3) General env.
Hot	1	Pleasant weather	(3) General env.
Dirty	1	Standard hygiene and cleanliness	(3) General env.
Infrastructure	1		(5) Infrastructure
Sustainability	1	Standard hygiene and cleanliness	(3) General env.
Munduk	1	Specific place	
Pemuteran	1	Specific place	
Quiet	4	Sleepy	Affective attribute
Serene	2	Relaxing, peaceful	Affective attribute
Authentic	2	Exciting, arousing	Affective attribute
Relax	2	Relaxing	Affective attribute
Peace	2	Peaceful	Affective attribute
Chill	1	Relaxing, peaceful	Affective attribute
Tranquillity	1	Relaxing, peaceful	Affective attribute
Interesting	1	Arousing	Affective attribute

Appendix E

Final list of items to measure north Bali's TDI

Overall image

- 1 item

Affective image

(4 bipolar scales of 5 points)

- Arousing-sleepy
- Exciting-boring
- Pleasant-unpleasant
- Relaxing-distressing

Cognitive image

(5-point Likert scale from "strongly agree" to "strongly disagree")

(1) Natural environment

- Beautiful scenery
- Unique flora and fauna
- Great beaches
- Great National Parks

(2) Cultural environment

- Interesting cultural attractions and activities
- Rich customs and traditions

(3) General environment

- Has welcome and friendly local people
- Pleasant weather
- Standard hygiene and cleanliness
- Personal safety
- Is undeveloped and/or unspoiled

(4) Value for money

- Reasonable price for food and accommodation
- Reasonable price for transportation
- Reasonable price for attractions and activities

(5) Infrastructure

- Great infrastructure of accommodation and restaurants
- Well-developed transport-system
- Facilities for information and tours available
- Great shopping opportunities

(6) Entertainment

- Great opportunities for sports and wildlife activities
- Great opportunities for wellness activities and relaxation
- Great night-life and entertainment (events, festivals, shows)

Appendix F

Data requirements for the questionnaire

Research question	Data needed	Question in questionnaire	Measurement
RQ2. What is the relationship between TDI, travel behavior, satisfaction and travel constraints?	How TDI and other concepts are related to each other	All questions in the questionnaire are used to test the relationships	Not applicable
RQ4. How many tourists (%) have been to north Bali and how many are intending to go?	Whether or not tourists have been to north Bali or are intending to go	Have you been to the north of Bali?	*Yes* or *no* answer
RQ5. Is the demographic profile different among the three groups?	Gender, age and nationality of respondents	Not applicable	Gender (3 options) Age (6 ranks) Nationality (open-ended question)
RQ6. What is the post-travel behavior of a typical tourist who has been to the north?	How likely are tourists to recommend or revisit the north	To what extent do you agree with:	2 items: Intention to revisit and intention to recommend 5-point LS from "strongly agree" to "strongly disagree"
RQ7. What is the level of satisfaction of a typical tourist who has been to the north?	How satisfied are tourists who have been to the north	How satisfied are you with your experience:	3 items: Enjoyed the trip, it was a wise choice and the trip met the expectations 5-point LS from "strongly agree" to "strongly disagree"
RQ8. What are the travel constraints of tourists who do not intent to visit the north?	Why tourists are not intending to go the north	Please rate your agreement on these obstacles possibly stopping you from travelling to the north of Bali	6 travel constraints on a 5-point LS from "strongly agree" to "strongly disagree"

RQ9. What is the overall TDI image of a typical tourist from each group?	What do tourists think in general about north Bali	What is your overall image of north Bali?	1 item on a 5-point LS from "very positive" to "very negative"
RQ10. What is the affective TDI image of a typical tourist from each group?	What do tourists feel about north Bali	Please state your opinions on the north of Bali on the scale below:	4 bipolar scales with 5 choices
RQ11. What is the cognitive TDI image of a typical tourist from each group?	What do tourists know about north Bali	Please rate your agreement on the north of Bali offering…	21 items on a 5-point LS from "strongly agree" to "strongly disagree"

Note. Adapted from (Saunders et al., 2009)

Appendix G

Questionnaire

Dear Sir/Madam

I would like to ask you a few questions about your tourism image of north of Bali. Please only answer this questionnaire if you have been to the south of Bali – see picture below to know what this research considers north and south of Bali.

Responses are anonymous and collected information will only be used for research purpose. Thank you very much for your cooperation.

Destination image of North Bali among South Bali visitors
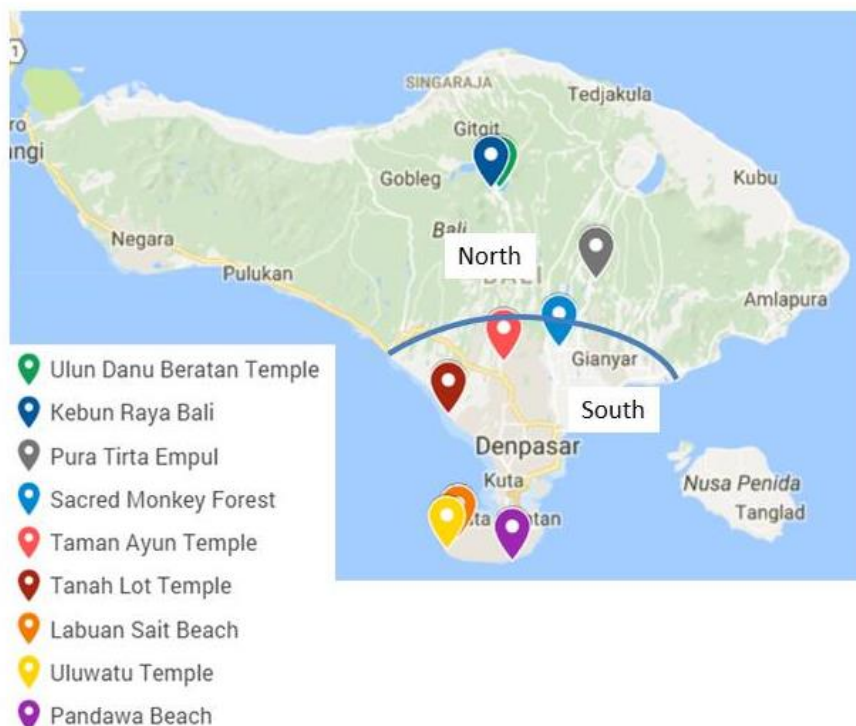
QUESTIONNAIRE A

Gender	Age	Nationality
○ Female	○ 18-24 ○ 45-54	
○ Male	○ 25-34 ○ 55-64	_____
○ Other	○ 35-44 ○ + 65	

Have you been to the North of Bali?

● Yes

○ No

	Strongly agree	Agree	Neither	Disagree	Strongly disagree
To what extent do you agree with:					
I am likely to revisit the North of Bali	O	O	O	O	O
I am willing to recommend the North of Bali to friends and family	O	O	O	O	O
How satisfied are you with your experience:					
I really enjoyed my trip to the North of Bali	O	O	O	O	O
My choice of visiting the North of Bali was wise	O	O	O	O	O
Visiting the North of Bali met my expectations	O	O	O	O	O

What is your overall image of North Bali?	Very positive	Positive	Neutral	Negative	Very negative

Please state your opinions on the North of Bali on the scale below:

	Very much	Some-what	Neither	Some-what	Very much	
Arousing	O	O	O	O	O	Sleepy
Exciting	O	O	O	O	O	Boring
Pleasant	O	O	O	O	O	Unpleasant
Relaxing	O	O	O	O	O	Distressing

Turn the page

XIV

Please rate your agreement on the North of Bali offering…	Strongly agree	Agree	Neither	Disagree	Strongly disagree
Beautiful scenery	O	O	O	O	O
Unique flora and fauna	O	O	O	O	O
Great beaches	O	O	O	O	O
Great National Parks	O	O	O	O	O
Interesting cultural attractions and activities	O	O	O	O	O
Rich customs and traditions	O	O	O	O	O
Has welcome and friendly local people	O	O	O	O	O
Pleasant weather	O	O	O	O	O
Standard hygiene and cleanliness	O	O	O	O	O
Personal safety	O	O	O	O	O
Is undeveloped and/or unspoiled	O	O	O	O	O
Reasonable price for food and accommodation	O	O	O	O	O
Reasonable price for transportation	O	O	O	O	O
Reasonable price for attractions and activities	O	O	O	O	O
Great infrastructure of accommodation and restaurants	O	O	O	O	O
Well-developed transport –system	O	O	O	O	O
Facilities for information and tours available	O	O	O	O	O
Great shopping opportunities	O	O	O	O	O
Great opportunities for sports and wildlife activities	O	O	O	O	O
Great opportunities for wellness activities and relaxation	O	O	O	O	O
Great night-life and entertainment (events, festivals, shows)	O	O	O	O	O

QUESTIONNAIRE B

Gender

○ Female
○ Male
○ Other

Age

○ 18-24   ○ 45-54
○ 25-34   ○ 55-64
○ 35-44   ○ + 65

Nationality

_____

Have you been to the North of Bali?

○ Yes
● No

Do you intend to visit the North of Bali in the near future?

○ Yes
○ No

If *NO* on the last question:

Please rate your agreement on these obstacles possibly stopping you from travelling to the North of Bali

	Strongly agree	Agree	Neither	Disagree	Strongly disagree
I do not have information about attractions and/or activities	O	O	O	O	O
I do not have time	O	O	O	O	O
I do not have enough money	O	O	O	O	O
It is too far away	O	O	O	O	O
I am not interested in the attractions and/or activities	O	O	O	O	O
It is not fun to travel by myself	O	O	O	O	O

What is your overall image of North Bali?	Very positive	Positive	Neutral	Negative	Very negative

Please state your opinions on the North of Bali on the scale below:

	Very much	Some-what	Neither	Some-what	Very much	
Arousing	O	O	O	O	O	Sleepy
Exciting	O	O	O	O	O	Boring
Pleasant	O	O	O	O	O	Unpleasant
Relaxing	O	O	O	O	O	Distressing

Turn the page

Please rate your agreement on the North of Bali offering...					
	Strongly agree	Agree	Neither	Disagree	Strongly disagree
Beautiful scenery	O	O	O	O	O
Unique flora and fauna	O	O	O	O	O
Great beaches	O	O	O	O	O
Great National Parks	O	O	O	O	O
Interesting cultural attractions and activities	O	O	O	O	O
Rich customs and traditions	O	O	O	O	O
Has welcome and friendly local people	O	O	O	O	O
Pleasant weather	O	O	O	O	O
Standard hygiene and cleanliness	O	O	O	O	O
Personal safety	O	O	O	O	O
Is undeveloped and/or unspoiled	O	O	O	O	O
Reasonable price for food and accommodation	O	O	O	O	O
Reasonable price for transportation	O	O	O	O	O
Reasonable price for attractions and activities	O	O	O	O	O
Great infrastructure of accommodation and restaurants	O	O	O	O	O
Well-developed transport–system	O	O	O	O	O
Facilities for information and tours available	O	O	O	O	O
Great shopping opportunities	O	O	O	O	O
Great opportunities for sports and wildlife activities	O	O	O	O	O
Great opportunities for wellness activities and relaxation	O	O	O	O	O
Great night-life and entertainment (events, festivals, shows)	O	O	O	O	O

Location and time frame of questionnaires collected

Table 11. Location and time frame of face to face questionnaires

Date	Place	Yes	No
August 1st	Bintang Supermarket	12	3
August 2nd	Beachwalk Shopping mall	7	0
August 3rd	Cozy Bobo Hostel	3	0
	Seminyak Square	4	2
August 4th	Beach Walk	11	2
August 5th	W Hotel	5	4
	Seminyak Square	6	0
August 6th	Seminyak Square	32	4
August 7th	Seminyak Square	18	5
August 8th	Beachwalk Shopping mall	7	2
August 9th	Cozy Bobo Hostel	5	0
August 10th	Kuta	10	8
August 11th	Kuta	9	2
August 12th	Jimbaran	12	3
August 13th	Ngurah Rai International Airport	7	1
Total		148	36

Table 12. Social networks and time frame of online questionnaires

Date	Online site	Responses
Between August 7th and September 15th	Expat live in Bali	80
	Bali expats	
	Work in Bali	
	Bali Digital Nomads	
	Bali expat community	
	Indonesia backpacker traveller	
	Email	

Appendix I

Bali tourism figures and statistics

Table 13. Number of tourists visiting Bali, progress between 1997 and 2017

Year	Foreign arrivals	Growth rate
1997	1.230.316	-
1998	1.187.153	-3,51%
1999	1.355.799	14,21%
2000	1.412.839	4,21%
2001	1.356.774	-3,97%
2002	1.285.844	-5,23%
2003	993.029	-22,77%
2004	1.458.309	46,85%
2005	1.386.449	-4,93%
2006	1.260.317	-9,10%
2007	1.664.854	32,10%
2008	1.968.892	18,26%
2009	2.229.945	13,26%
2010	2.493.058	11,80%
2011	2.756.579	10,57%
2012	2.892.019	4,91%
2013	3.278.598	13,37%
2014	3.766.638	14,89%
2015	4.001.835	6,24%
2016	4.927.937	23,14%
2017	5.697.739	15,62%

Note. Data from 1997 to 2001 is from BGTO (2017). Data from 2002 to 2017 is from Bali Hotel Association (2018).

Figure 13. Most visited places in Bali (BGTO, 2016)

Figure 14. Most suggested places in Bali (Lonely Planet, 2018a; Rachel, 2018; Tripadvisor.com, 2018; Bali by Hotels.com, 2018; Hastings, 2018; Touropia, 2017; Thrillophillia.com, 2018)

Appendix J

Tables of significant hypothesis tests

Table 14. Behave of the relationship between Satisfaction and TDI on the population

Source	df	SS	MS	F	Sig.
Regression	1	10,920	10,920	51,991	,000
Residual	83	17,433	,210		
Total	84	28,353			

Note. Dependent Variable: What is your overall image of north Bali?

Predictors: Average Q5 (satisfaction)

Table 15. Coefficients Variables Resulting from Multiple Regression Analysis

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
Constant	,782	,153		5,120	,000
Average Q5 (satisfaction)	,613	,085	,621	7,210	,000

Note. Dependent Variable: What is your overall image of north Bali?

Table 16. Regression line's ability to account for the total variation in the dependent

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,621	,385	,378	,458

Note. Predictors: Average Q5 (Satisfaction)

RQ 2.1. Linear modelling formula:
TDI = 0,782 + (0,613 x satisfaction) + error (Field, 2013)

Table 17. Behave of the relationship between Satisfaction and Travel Behaviour on the population

Source	df	SS	MS	F	Sig.
Regression	1	7,974	7,974	24,866	,000
Residual	85	27,256	,321		
Total	86	35,230			

Note. Dependent Variable: Average Q4 (travel behavior)

Predictors: Average Q5 (satisfaction)

Table 18. Coefficients Variables Resulting from Multiple Regression Analysis

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
Constant	,822	,186		4,411	,000
Average Q5 (satisfaction)	,519	,104	,476	4,987	,000

Note. Dependent Variable: Average Q4 (travel behavior)

Table 19. Regression line's ability to account for the total variation in the dependent

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,476	,226	,217	,56627

Note. Predictors: Average Q5 (satisfaction)

RQ 2.2. Linear modelling formula:
Post-travel behaviour = 0,822 + (0,519 x satisfaction) + error (Field, 2013)

Table 20. Behave of the relationship between TDI and Travel Behaviour on the population

Source	df	SS	MS	F	Sig.
Regression	1	5,934	5,934	21,173	,000
Residual	83	23,260	,280		
Total	84	29,194			

Note. Dependent Variable: Average Q4 (travel behavior)

Predictors: What is your overall image of north Bali?

Table 21. Coefficients Variables Resulting from Multiple Regression Analysis

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
Constant	,830	,190		4,367	,000
Average Q5 (satisfaction)	,457	,099	,451	4,601	,000

Note. Dependent Variable: Average Q4 (travel behavior)

Table 22. Regression line's ability to account for the total variation in the dependent

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,451	,203	,194	,52938

Note. Predictors: What is your overall image of north Bali?

RQ 2.3. Linear modelling formula:
Post-travel behaviour = 0,830 + (0,457 x TDI) + error (Field, 2013)

Table 23. Behave of the relationship between Travel Constraints and TDI on the population

Source	df	SS	MS	F	Sig.
Regression	1	1,634	1,634	5,539	,021
Residual	85	25,078	,295		
Total	86	26,713			

Note. Dependent Variable: What is the overall image of north Bali?

Predictors: Average Q7 (travel constraints)

Table 24. Coefficients Variables Resulting from Multiple Regression Analysis

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
Constant	3,279	,290		11,292	,000
Average Q7 (travel constraints)	-,231	,098	-,247	-2,354	,021

Note. Dependent Variable: What is the overall image of north Bali?

Table 25. Regression line's ability to account for the total variation in the dependent

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,247	,061	,050	,543

Note. Predictors: Average Q7 (travel constraints)

RQ 2.4. Linear modelling formula:
TDI = 3,279 + (-0,231 x Travel Constraints) + error (Field, 2013)

Table 26. Behave of the relationship between pre TDI and decision-making on the population

Source	df	SS	MS	F	Sig.
Regression	1	2,458	2,458	12,191	,001
Residual	126	25,409	,202		
Total	127	27,867			

Note. Dependent Variable: Do you intend to visit the north Bali in the near future?

Predictors: What is the overall image of north Bali?

Table 27. Coefficients Variables Resulting from Multiple Regression Analysis

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
Constant	1,117	,166		6,735	,000
Average What is the overall image of north Bali?	,226	,065	,297	3,492	,001

Note. Dependent Variable: Do you intend to visit the north of Bali in the near future?

Table 28. Regression line's ability to account for the total variation in the dependent

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,297	,088	,081	,449

Note. Predictors: What is your overall image of north Bali?

RQ 2.5. Linear modelling formula:
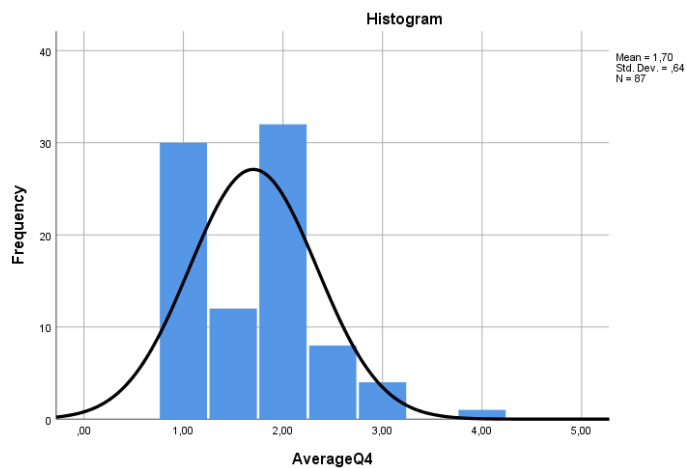**Decision making = 1,117 + (0,226 x TDI) + error (Field, 2013)**

Figure 15. Histogram of the variable *Post-visitation behaviour*

Shows how many respondents had scores in certain ranges of values. Each bar represents how many (frequency) scores occur in each segment of the variable *Post-visitation behaviour* (in this case from 1 to 4 since nobody has selected the option "strongly disagree") (Mitas, 2017a).
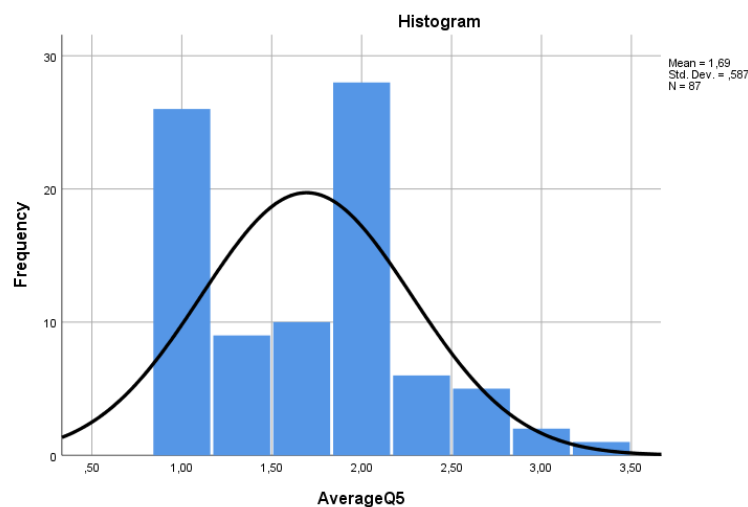

Figure 16. Histogram of the variable *Satisfaction*

Shows how many respondents had scores in certain ranges of values. Each bar represents how many (frequency) scores occur in each segment of the variable *Satisfaction* (in this case from 1 to 3,5) (Mitas, 2017a).